



Social Media Policy and Procedures

Date Adopted: 27th May 2026

Next Review Date: 27th May 2029

Policy Review: This policy will be reviewed by the trustees every 3 years or sooner if legal guidance changes.

1. Purpose of This Policy

This policy sets out how the West Kent Badger Group uses social media to:

- Promote badger welfare and protection
- Share educational content about badgers and wildlife law
- Engage supporters, volunteers, and the wider public
- Fundraise responsibly
- Protect the West Kent Badger Group's reputation and charitable status

As a Charitable Incorporated Organisation (CIO), we must comply with:

- Charity Commission for England and Wales guidance (including CC9 – Campaigning and Political Activity)
- Wildlife and Countryside Act 1981
- Protection of Badgers Act 1992
- UK GDPR and data protection law

2. Scope

This policy applies to:

- Trustees
- Staff (if applicable)
- Volunteers
- Anyone posting on behalf of the West Kent Badger Group

It also provides guidance for personal social media use where individuals identify themselves as connected to the West Kent Badger Group.

3. Official Social Media Accounts

The West Kent Badger Group may operate accounts on platforms such as:

- Facebook
- Instagram
- X
- TikTok

Account Control

- At least two trustees must have administrative access to each account.
- Passwords must be stored securely and updated annually or when personnel change.
- Access must be revoked immediately if a volunteer or trustee leaves.

4. Content Guidelines

4.1 What We Post

We may post:

- Badger welfare advice
- Rescue and rehabilitation stories (with appropriate permissions)
- Educational material about badger ecology
- Legal guidance regarding wildlife protection
- Fundraising appeals
- Updates on campaigns aligned with our charitable objectives

4.2 What We Must Not Post

We must not post:

- The location of active badger setts
- Information that could endanger wildlife
- Defamatory statements
- Graphic images without warning
- Personal data without consent
- Party-political endorsements

5. Campaigning and Political Activity

As a CIO, we may campaign to further our charitable purposes, but:

- We must not support or oppose a political party or candidate.
- Posts must relate directly to badger welfare and conservation.
- Campaigning must comply with Charity Commission guidance (CC9).

Trustees are responsible for ensuring political neutrality.

6. Safeguarding and Confidentiality

We will:

- Avoid naming landowners without verified, lawful reason
- Protect volunteer identities where necessary
- Not share details of wildlife crime reports before confirmation
- Obtain written consent before posting identifiable images of individuals

Sensitive wildlife crime matters should be referred to appropriate authorities rather than discussed publicly.

7. Tone and Conduct

All official posts must be:

- Accurate
- Respectful
- Evidence-based
- Non-abusive
- Calm and professional

Even when addressing controversial issues (e.g., culling), the West Kent Badger Group must not engage in harassment or inflammatory language.

8. Moderation Procedure

8.1 Monitoring

- Comments should be monitored regularly.
- At least one trustee or designated volunteer should review notifications daily where possible.

8.2 Removing Content

We may remove comments that:

- Are abusive or threatening
- Promote wildlife crime
- Contain misinformation likely to cause harm
- Include discriminatory language
- Reveal sensitive location information

8.3 Blocking Users

Users may be blocked if they:

- Repeatedly post abusive content
- Harass trustees or volunteers
- Encourage illegal activity

A brief written record should be kept of significant moderation decisions.

9. Crisis Communications Procedure

In the event of:

- Allegations involving the West Kent Badger Group
- Media enquiries
- Wildlife crime incidents
- Viral or controversial posts

Procedure:

1. Pause posting if necessary.
2. Notify the Chair of Trustees immediately.
3. Agree on a single spokesperson.
4. Prepare a factual, neutral statement.
5. Avoid emotional or reactive responses.

No trustee or volunteer should respond individually without agreement.

10. Personal Social Media Use

Trustees and volunteers should:

- Make clear when views are personal
- Avoid posting confidential West Kent Badger Group information

- Avoid inflammatory content that could damage the West Kent Badger Group's reputation

If identifying themselves as affiliated with the West Kent Badger Group, individuals must uphold its values.

11. Fundraising Compliance

All fundraising posts must:

- Clearly identify the charity name
 - Be transparent about how funds will be used
 - Comply with guidance from the Fundraising Regulator
 - Follow platform-specific fundraising rules
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12. Data Protection

We will:

- Comply with UK GDPR
- Not collect personal data via social media without lawful basis
- Securely store any data obtained
- Respond promptly to data subject requests

Private messages containing sensitive information should be moved to secure communication channels where possible.

13. Training

Trustees and volunteers managing accounts should receive:

- Basic training on wildlife law
- Guidance on Charity Commission campaigning rules
- Online safety awareness
- Data protection training