**Vision Support Barrow & District**
Charity Number: 1051674

**Social Media and Online Fundraising Policy (Summary)**
Approved by the CEO. 1st October 2025
Next Review: 1st October 2026

**Our Commitment**
Vision Support Barrow & District uses social media to share news, promote events, and raise funds to support people living with sight loss in Barrow and the surrounding area. We are committed to using social media responsibly, safely, and legally, following UK law and the Fundraising Regulator's Code of Fundraising Practice (2025).

**How We Use Social Media**
- To share information about our services, events, and local community work.
- To thank donors, fundraisers, and volunteers.
- To promote inclusive, respectful, and positive engagement with the public.
- To ensure that our online fundraising is honest, transparent, and ethical.

Only authorised staff manage official social media accounts on behalf of the charity.

Official accounts include:
- Facebook: [Insert Link]
- Instagram: [Insert Link]
- X (Twitter): [Insert Link]
- LinkedIn: [Insert Link]

**Fundraising Online**
When fundraising online or through social media:
- We clearly identify that funds are being raised for Vision Support Barrow & District (Charity No. 1051674).
- We use secure, recognised fundraising platforms such as JustGiving or Facebook Fundraisers.
- We make sure all information about how donations will be used is clear and accurate.
- We never use high-pressure or misleading tactics.

All volunteers or supporters who wish to fundraise online for the charity must first receive permission from the Service Manager or Fundraising Officer.

**Safeguarding, Privacy and Data Protection**

- We never share personal data, stories, or photos of anyone without written consent.
- We take special care when sharing images of children or vulnerable adults.
- We protect all information under the UK GDPR and the Charity's Data Protection Policy.
- Any safeguarding concerns identified through social media are reported immediately to the Designated Safeguarding Lead.

**Behaviour and Respect Online**

We expect everyone representing the charity to:

- Be respectful, truthful, and inclusive.
- Avoid political or offensive discussions.
- Protect the dignity and privacy of service users and supporters.
- Not post or share anything that could damage the charity's reputation.

If there is a complaint or concern about any post or fundraising content, please contact us.

**Complaints and Contact Details**

We take all complaints about online fundraising or social media seriously.
If you have a concern or complaint, please contact:

Email: Info@vsbd.org.uk
Telephone: 01229 440556
Postal Address: Vision Support Barrow & District, 67-69 Cavendish Street, Barrow-in-Furness, Cumbria LA14 1QD

We will respond promptly in line with our Complaints Policy, and we may refer issues to the Fundraising Regulator or Charity Commission if appropriate.

**Accessibility**

As a charity supporting people with sight loss, we aim to make all our digital content accessible.
We use:

- Alternative text ('alt text') for images.
- Captions for videos.
- Plain English in posts.

**Review and Transparency**

This policy is reviewed each year and updated in line with UK law, accessibility standards, and best practice from the Fundraising Regulator and Charity Commission. It is published publicly to demonstrate our commitment to ethical, safe, and transparent online engagement.

Last Approved by CEO: 1st October 2025
Signed: *C. Renton*
Name: Craig Renton