

## Social Media Policy for CAS K Research Foundation

This social media policy aims to promote responsible and ethical behaviour, protect the organisation's reputation, and ensure that social media is used as a positive tool for communication and engagement.

CAS K Research UK uses social media to reach online audiences and share information about our activities, the disorders, scientific and medical research and other news that are deemed relevant to the community we support.

We may use social media to:

- talk about the work we do
- reach a wider audience
- promote events and fundraising
- learn about our community
- pass on relevant information from third parties.

Our X, Instagram and Facebook accounts (@caskresearch) are managed on an adhoc basis. We read all replies but are not able to respond to every reply or Direct message sent.

Social Media complements CAS K Research UK's website and, when possible, will direct users back to the website for in-depth information. We will not discuss complaints directly via social media and will avoid escalation in the public domain. Our communications should be clear and easy to understand.

We may retweet or repost links and content that we find relevant to our work and of interest to our followers. Retweets or reposts do not imply endorsement by CAS K Research UK. Links to external sites are provided solely for the convenience and interest of the user. CAS K Research UK is

not responsible for the accuracy of the information contained on those sites, nor does it endorse the sites or their content.

We follow social media accounts that are relevant to our work. This could include the social media accounts of individuals, as well as organisations, both public and private. Our decision to follow a particular social media user does not imply endorsement of any kind and does not mean that the CASK Research UK supports that user, or his or her views.

We welcome and encourage all comments and expect conversations will be carried out in a respectful manner. CASK Research UK does not tolerate offensive, disrespectful, or abusive comments about an individual, our organisation. We will read all replies and direct messages sent to us and, when possible, will reply. We reserve the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law such as data protection legislation.

## 1. General Guidelines for staff and volunteers:

All social media activities related to CASK Research UK must align with the organisation's mission, values, and goals.

Use social media platforms to amplify positive messages, share achievements, and engage with the community in a respectful manner.

Avoid engaging in any activities that may harm the reputation or interests of CASK Research UK.

## 2. Ethical Guidelines for Content:

Respect the privacy and confidentiality of individuals. Do not share personal information, including contact details, without explicit consent.

Ensure that content is accurate, truthful, and reflects the organisation's values.

Do not use social media for personal gain, promotion of personal opinions unrelated to CASK Research UK, or to endorse any political party or candidate.

Be mindful of cultural sensitivities and diversity. Avoid content that may be offensive, discriminatory, or inappropriate.

At all times, whenever possible, only post or write about activities that the organisation is directly involved in or involves the values of the organisation, for example 'Awareness Days'. If it is deemed important to highlight the work or efforts of an individual or organisation outside of CASK Research UK then it is advisable that an original article or post is 'shared' rather than CASK Research UK creating new content with their own wording which could be misleading or inaccurate.

### 3. Official Social Media Accounts:

Only designated individuals are authorized to manage official CASK Research UK social media accounts.

Clearly identify official accounts and ensure that account information is up-to-date.

Regularly monitor and respond to comments, messages, and mentions on official accounts.

### 4. Complaints and Feedback:

CASK Research UK welcomes constructive feedback and concerns from the community.

If you come across a post on social media that you believe violates this policy, report it by emailing [info@caskresearch.org](mailto:info@caskresearch.org).

Complaints should be submitted in writing, detailing the nature of the concern, the platform, the exact post and/or wording and any other relevant information. If the post is believed to contain incorrect information then this misinformation must be clearly identified. If the post is believed to be damaging to another's reputation then the reasoning behind this must be clearly explained.

Anonymous complaints will be considered, but providing contact information allows for better investigation.

If the complaint is also related to fundraising then please see our Fundraising Complaints Policy to follow the correct procedures for reporting such a complaint.

## 5. Complaint Handling Process:

The designated contact person will acknowledge receipt of the complaint within 5 working days.

The complaint will be thoroughly investigated, and appropriate action will be taken based on the findings.

The complainant will be informed of the outcome of the investigation within 10 working days.

## 6. Consequences of Policy Violation:

Violations of this social media policy may result in disciplinary action, up to and including termination of employment or volunteer status.

## 7. Training and Awareness:

All employees and volunteers will receive training on this social media policy to ensure understanding and compliance. Regular updates will be provided as needed.

## Review and Revision:

This policy will be reviewed annually or as needed to ensure its relevance and effectiveness in addressing the organisation's social media needs.

## Approval:

This social media policy is approved by The Board of Trustees of CASK Research UK and is effective as of September 2023.

By adhering to these guidelines, we contribute to a positive online presence for CASK Research UK and uphold the values that define our organisation.

Last reviewed and/or updated: April 2024

Last reviewed and/or updated: 20/10/2025

Next review: Oct 2026