

Social Media Policy

Charity Law Association

Adopted: 5 May 2026

1. Introduction

- 1.1 The Charity Law Association ("**CLA**") is a not-for-profit membership organisation that promotes and supports excellence in charity law practice. The CLA operates a LinkedIn page and may use other social media platforms from time to time to communicate with members, prospective members, and the wider charity law community.
- 1.2 This Policy sets out the principles and procedures governing the CLA's use of social media. It is intended to ensure that the CLA's social media activity reflects good governance practice, maintains the CLA's reputation, and respects the diverse views held across the membership.

2. Scope

- 2.1 This Policy applies to all content posted on behalf of the CLA on any social media platform, including LinkedIn and any other platforms the CLA may use in future.
- 2.2 This Policy applies to all persons authorised to post content on the CLA's social media accounts, including members of the Executive Committee ("**EC**"), administrators, and any other persons delegated responsibility for social media activity.

3. Core Principles

- 3.1 **Political and Legal Neutrality.** The CLA shall not express any corporate views on political matters or legal issues that would not command general support across the membership. This has always been the CLA's approach in relation to its other activities, including working parties, and extends equally to social media. Social media content must not attribute views to the CLA or suggest that the CLA endorses a particular position on contested or controversial matters. Care must be taken to avoid any wording that could be interpreted by third parties (including the media) as representing the CLA's official position on any issue.
- 3.2 **Distinction of Views.** Where content relates to the work of CLA working parties or other member-led initiatives, it shall be made clear that any views expressed are the personal views of the individuals concerned and do not reflect the views of the CLA or the CLA membership as a whole.
- 3.3 **Good Governance.** The CLA recognises that maintaining a social media policy reflects good governance practice. Although the CLA is not a charity, it seeks to operate in a manner consistent with the standards expected of charitable organisations, including the Charity Commission's expectation that organisations using social media should have an appropriate policy in place.
- 3.4 **Prohibited Content.** The following must not be posted on behalf of the CLA on any social media platform:
 - (a) any confidential, discreet or non-public information relating to the CLA, its members, the EC, or any working party (including the existence or subject matter of any confidential consultation), unless express approval has been obtained under Section 6 and, where applicable, permission has been obtained from the relevant third party;

- (b) any material that is intended for members only (including substantive extracts from working party reports) unless the EC has expressly approved public sharing;
- (c) any content that could reasonably be understood as the CLA expressing, endorsing, criticising, or taking a position on a contested political, legal, or policy issue, save where the EC has expressly approved such content under Section 6.4;
- (d) any personal data (including names or images) where the CLA does not have a proper basis and appropriate consent to publish it;
- (e) any content that could be defamatory, discriminatory, harassing, or otherwise unlawful; and
- (f) any content that implies endorsement of a third party's products, services or political activity, or that creates a conflict of interest, unless the EC has expressly approved it.

4. Approved Content Categories

4.1 The following categories of content are generally approved for sharing without requiring additional authorisation, subject to the approval process set out in Section 5:

- (a) **Regulatory and Sector Updates.** Posts from the Charity Commission, the Scottish Charity Regulator (“OSCR”), the Charity Commission for Northern Ireland (“CCNI”), other regulators, or charitable sector bodies sharing new or updated guidance may generally be shared to bring such developments to members' attention and to maintain regular activity on the CLA's social media pages. Such content must be shared without commentary that could attribute views on its merits to the CLA. For example, when sharing new Charity Commission guidance, the CLA may note that the guidance has been published and provide a link, but should not offer any evaluative commentary suggesting that the CLA endorses, supports, criticises, or takes any particular view on the substance of the guidance.
- (b) **CLA Events and Meetings.** Information about CLA members' meetings, including dates, times, and agendas, may be shared once the agenda has been settled. Such posts may be used as an opportunity to invite prospective members to join the CLA. To ensure consistency and efficiency, the administrator responsible for social media (the “**Social Media Officer**”) should aim to post meeting information on a regular, systematised basis (for example, promptly after the agenda is finalised for each members' meeting).
- (c) **Annual Conference.** Promotional content for the CLA Annual Conference may be shared once bookings open, including booking information, speaker announcements, and programme highlights. Conference posts may be re-posted periodically (for example, every two weeks) until the conference has sold out or the booking deadline has passed, in order to maintain visibility and encourage registrations. Content about the conference should also be shared on the day of the conference and soon afterwards, to promote future attendance and membership of the CLA.
- (d) **Educational and Introductory Content.** Videos, articles, or other materials produced by the CLA for educational or promotional purposes may be shared, including the CLA's introductory videos about the organisation and its work, and any similar content that is developed in the future. Where the CLA has a library of existing engaging content (such as introductory videos), consideration should be given to the timing of releases to maintain a steady stream of interest and engagement rather than posting all content at once.

- (e) **Membership Promotion.** Content promoting CLA membership categories may be shared, including information about student memberships and outreach initiatives. Social media activity in this area may be coordinated with the work of the EDI sub-group and any student outreach programmes to maximise impact and ensure consistency of messaging.

5. Working Party Content

5.1 Content relating to working party activity requires particular care for the following reasons:

- (a) **Confidentiality.** The CLA is sometimes consulted by the Charity Commission or other bodies on a confidential or discreet basis. In such cases, the fact that a working party has been convened, or the subject matter or other details of its work, may not be appropriate for public disclosure.
- (b) **Member Benefit.** Access to working party reports is generally available only to CLA members via the website as a member benefit. Care must be taken not to undermine this benefit by sharing substantive working party content publicly.
- (c) **Attribution of Views.** Working party reports represent the personal views of the working party members and do not reflect the views of the CLA or the CLA membership as a whole. It is essential that any social media content relating to working parties does not attribute the views expressed in working party reports to the CLA itself. The CLA has previously encountered difficulties where media coverage has incorrectly attributed working party views to the CLA as an organisation, which can be problematic where such views would not command uniform support across the membership.

5.2 The following principles apply to working party content:

- (a) **Invitations to Participate.** Invitations to join working parties may generally be shared on social media to encourage member participation. However, where the subject matter of the working party is confidential, or where the CLA has been asked to convene a working party by a regulator or other body on a confidential basis, no invitation or reference to the working party should be shared beyond the membership without express approval.
- (b) **Reports and Outputs.** Working party reports are generally available only to CLA members via the website (and to any regulator or other consulting body which is the primary recipient of the report). Summary information about completed working parties may be shared publicly only with the agreement of the relevant working party chair and in accordance with the approval process set out in Section 6. Where a working party chair agrees to prepare a short summary for public sharing, care must be taken to ensure the summary does not attribute views to the CLA and complies with any confidentiality obligations.
- (c) **Confidential Consultations.** Where the CLA has been consulted on a confidential or discreet basis (for example, by the Charity Commission), no reference to the existence or subject matter of such consultation shall be made on social media without express permission from the consulting body. This applies both during the consultation process and after any working party has completed its work.

6. Approval Process

- 6.1 **Standard Content.** Content falling within the approved categories in Section 4 may be posted by authorised administrators (including the Social Media Officer, the Chair, Vice Chair and Secretary) without further approval, provided it complies with the core principles in Section 3. This light-touch approach is intended to enable efficient day-to-day management of the CLA's social media presence while maintaining appropriate oversight.
- 6.2 **Bespoke or Non-Standard Content.** Any content that falls outside the approved categories, or where there is any doubt as to whether it complies with this Policy, must be approved by two of the following before posting:
- (a) The Chair of the CLA;
 - (b) The Vice Chair of the CLA;
 - (c) The Secretary of the CLA; and
 - (d) the Social Media Officer.
- 6.3 Where it is not possible to contact a second authorised administrator from the list above, another member of the EC may provide that approval. This ensures that approval can always be obtained in a timely manner without requiring a full EC meeting for routine matters.
- 6.4 **Matters Reserved to the EC.** Any content that raises a significant policy question, or that could be perceived as expressing a corporate view on a contested or controversial matter, shall be referred to the full EC for decision before posting. Until such a decision has been taken, no such content should be posted. This ensures that the CLA does not inadvertently take a public position on matters where there may not be uniform support across the membership.
- 7. Authorised Users**
- 7.1 Access to post on the CLA's social media accounts shall be granted only to persons authorised by the EC.
- 7.2 A list of authorised users shall be maintained by the Social Media Officer (and shared with the Secretary) and reviewed annually.
- 7.3 Authorised users shall ensure that their access credentials are kept secure and shall not share login details with any unauthorised person.
- 8. Monitoring and Review**
- 8.1 The EC shall review this Policy as and when circumstances require.
- 8.2 Any incidents, complaints, or concerns arising from the CLA's social media activity shall be reported to the Chair and considered at the next EC meeting.
- 9. Personal Social Media Use**
- 9.1 This Policy does not govern the personal social media activity of CLA members or EC members. However, individuals should be mindful not to suggest that their personal views represent the views of the CLA when posting on personal accounts.