



Social Media Policy

Autism Mentors Ltd – Neurodiversity Mentoring & Support Services

Location: Oxfordshire, UK

Effective Date: 1st September 2025

Next Review Date: September 2026

1. Policy Statement

This policy provides guidance on the responsible use of social media by staff, contractors, and volunteers. Autism Mentors Ltd recognises that social media can be a useful tool for communication and engagement, but it also presents risks related to confidentiality, safeguarding, reputation, and personal boundaries.

All representatives of the organisation are expected to use social media responsibly, ethically, and in a way that upholds the safety and dignity of the individuals and families we support.

2. Scope

This policy applies to:

- All staff, self-employed contractors, and volunteers.
- Any communication or content shared on platforms including (but not limited to): Facebook, Instagram, TikTok, LinkedIn, X (formerly Twitter), WhatsApp, YouTube, and blogs.
- Both personal and professional accounts where there is any mention of Autism Mentors Ltd or its clients.

3. Legal and Policy Framework

This policy aligns with:

- UK GDPR & Data Protection Act 2018
- Children Act 1989 and 2004
- Safeguarding Vulnerable Groups Act 2006
- Keeping Children Safe in Education (KCSIE 2023)
- Oxfordshire Safeguarding Children Board (OSCB) guidance
- Internal policies: Safeguarding, Confidentiality, and Code of Conduct

4. Professional Conduct on Social Media

Staff and contractors must not:

- Share or post images, videos, or personal information of clients or families.
- Accept or send friend requests to clients or their family members on personal accounts.
- Post content that could be interpreted as discriminatory, offensive, or harmful.
- Share confidential or identifying information about the organisation or clients.
- Tag Autism Mentors Ltd in content that breaches professional boundaries or harms the organisation's reputation.

Staff and contractors must:

- Use privacy settings to protect personal accounts.
- Represent the company positively if referring to it on public platforms.
- Report any inappropriate contact or behaviour via social media channels.
- Refer safeguarding concerns online to the Designated Safeguarding Lead (DSL):

- Michelle Wray
- Tel: 07707 764876
- Email: dsl@autismmentors.co.uk

5. Personal Use of Social Media

Staff are entitled to use social media for personal reasons. However:

- Do not claim to speak on behalf of Autism Mentors Ltd unless authorised.
- Do not share work-related grievances or client information.
- Avoid any content that could damage the organisation's reputation.

6. Organisational Use of Social Media

Official social media accounts run on behalf of Autism Mentors Ltd:

- Must have content approved by management or a nominated communications lead.
- Must not share client stories, photos, or case examples without written, informed consent.
- Should promote awareness, inclusion, and positive support for neurodivergent individuals.

7. Safeguarding Concerns Online

Any safeguarding concerns via social media (e.g., online grooming, cyberbullying, inappropriate contact) must be:

- Reported immediately to the DSL:
 - Michelle Wray
 - Tel: 07707 764876
 - Email: dsl@autismmentors.co.uk
- Recorded on a Safeguarding Concern Form.

- Escalated to the Local Authority or Police if appropriate.

Local contacts:

- Children's Social Care (MASH): 0345 050 7666 (8:30am–5:30pm Mon–Thurs, 8:30am–4pm Fri) | Out of hours: 0800 833 408 | Email: mash-childrens@oxfordshire.gov.uk
- Adult Social Care: 0345 050 7666 | Email: socialandhealthcare@oxfordshire.gov.uk
- Local Authority Designated Officer (LADO): 01865 810603 | Email: lado.safeguardingchildren@oxfordshire.gov.uk
- Police (non-emergency): 101 | Emergency: 999

8. Breaches of Policy

Breaches will be taken seriously and may result in:

- Disciplinary procedures for employed or self-employed staff.
- Termination of contract for contractors or volunteers.
- Referral to the Disclosure and Barring Service (DBS) and/or LADO if a safeguarding concern is identified.

All actions will follow relevant legislation, safeguarding protocols, and internal procedures.

9. Training and Awareness


All staff and contractors will:

- Be made aware of this policy during induction.
- Complete safeguarding training, including digital safety and social media awareness.
- Receive support or guidance where professional boundaries online are unclear.

10. Review

This policy will be reviewed annually or after any incident involving social media, safeguarding, or reputational risk.

Policy Approval

Signed: 

Name: Michelle Wray [Director / Safeguarding Lead]

Date: 1/9/25