



## **Runspire Together**

### **WhatsApp & Social Media Policy**

**Policy Owner: Board of Trustees**

**Effective From: February 2026**

**Review Date: February 2027**

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#### **1. Purpose**

Runspire Together uses WhatsApp and social media platforms to:

- Communicate with participants and volunteers
- Promote sessions and events
- Celebrate achievements
- Build a positive and inclusive community

This policy ensures communication is:

- Safe and respectful
  - Compliant with UK law
  - Protective of personal data
  - Aligned with Runspire Together's values
  - Protective of organisational intellectual property and reputation
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#### **2. Legal Framework**

This policy aligns with:

- UK General Data Protection Regulation
  - Data Protection Act 2018
  - Equality Act 2010
  - Copyright, Designs and Patents Act 1988
  - Protection from Harassment Act 1997
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## **PART A – WHATSAPP GROUPS**

### **3. Purpose of WhatsApp Groups**

WhatsApp groups are for:

- Session updates
- Weather or safety notifications
- Event reminders
- Positive encouragement

They are not for:

- Medical advice
  - Personal disputes
  - Political campaigning
  - External business promotion
  - Sharing confidential organisational material
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### **4. Data Protection & Privacy (WhatsApp)**

#### **4.1 Consent**

- Members must opt-in before being added.
- Phone numbers are visible to other group members.
- Members may leave at any time.

#### **4.2 Personal Data**

##### **Members must not:**

- Share others' contact details without consent
- Share screenshots externally
- Share personal health information of others
- Raise safeguarding concerns in the group

Safeguarding concerns must be reported directly to a Run Leader or Trustee.

#### **4.3 Inactive Members**

To comply with data minimisation principles under the UK General Data Protection Regulation and Data Protection Act 2018, Runspire Together may remove members who have not attended a session for 8 consecutive weeks.



- A reminder may be issued prior to removal.
  - Members are welcome to rejoin when they return.
  - Removal is administrative only.
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## 5. Conduct in WhatsApp Groups

Members must:

- Be respectful and inclusive
- Avoid discriminatory or offensive language
- Keep messages relevant
- Avoid excessive posting

Administrators may remove members who breach this policy.

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## PART B – SOCIAL MEDIA

**This applies to platforms including Facebook, Instagram, LinkedIn, TikTok and similar platforms.**

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## 6. Official Runspire Together Accounts

Only authorised Trustees or appointed volunteers may:

- Post on official accounts
- Respond to media enquiries
- Share official statements

All content must reflect Runspire Together's values of inclusion, positivity and wellbeing.

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## 7. Photography & Video

Photos and videos may be used for marketing and community promotion where:

- Consent has been obtained
- Parents/guardians consent for under-18s
- Individuals may opt out at any time

Images must never:



- Identify vulnerable individuals without consent
  - Share medical information
  - Be used outside agreed purposes
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## **8. Personal Accounts – Volunteers & Leaders**

Volunteers and leaders must not:

- Present personal opinions as official Runspire Together views
- Share confidential organisational information
- Share internal strategies, financial information, or planning discussions
- Engage in online disputes that could damage the organisation's reputation

Where identifying themselves as part of Runspire Together, behaviour must reflect organisational values.

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## **9. Intellectual Property**

All Runspire Together materials including:

- Logos
- Graphics
- Session plans
- Volunteer training content
- Marketing materials
- Written resources

Remain the property of Runspire Together.

Under the Copyright, Designs and Patents Act 1988 these materials must not be:

- Copied for external use
  - Shared outside authorised platforms
  - Used for personal business
  - Reproduced without written permission
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## **10. Online Harassment & Misuse**

Harassment, bullying or discriminatory behaviour online may result in:

- Removal from WhatsApp groups
- Removal from sessions



- Volunteer disciplinary action
  - Referral to authorities where appropriate under the Protection from Harassment Act 1997
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## **11. Complaints**

Concerns regarding social media or WhatsApp conduct should be reported to a Trustee and will be managed under the Runspire Together Complaints Procedure.

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## **12. Policy Acceptance**

Participation in Runspire Together WhatsApp groups or engagement with official social media platforms constitutes agreement to this policy.