



Runspire Together

WhatsApp & Social Media Policy

Policy Owner: Board of Trustees

Effective From: February 2026

Last Updated: August 2026

Review Date: February 2027

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

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

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

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.

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.

PART B – RUNSPIRE TOGETHER COMMUNITY FACEBOOK GROUP

6. Purpose of the Community Facebook Group

The Runspire Together Community Facebook Group is an official community space for Runspire Together members and participants.

It is intended to help people stay connected across different sessions and locations and to strengthen the wider Runspire Together community.

The group may be used for:

- Runspire Together session, event and timetable updates
- Positive encouragement, achievements and community conversation
- Helping members discover and attend other Runspire Together sessions
- Sharing relevant Runspire Together activities, opportunities and information
- Member posts that support the positive and inclusive purpose of the group

The group must not be used for:

- Political campaigning or party-political content
- Personal disputes, harassment, bullying or discriminatory content
- Unauthorised advertising, fundraising, selling or external business promotion
- Medical advice or the sharing of another person's health information
- Confidential Runspire Together information or internal organisational discussions
- Content that is unlawful, misleading, offensive or likely to damage the organisation or its community

7. Membership, Privacy & Safeguarding

- Membership of the Facebook group is subject to approval by Runspire Together administrators.

- Members should only share information about other people where they have permission to do so.
- Members must not copy, screenshot or redistribute private group content outside the group where doing so would breach another person's privacy or reasonable expectations.
- Safeguarding concerns must not be investigated or discussed publicly in the group and must be reported directly to a Run Leader or Trustee.
- Parents or guardians remain responsible for information they share about children and young people.

8. Group Conduct & Moderation

Members must:

- Be kind, respectful and inclusive
- Respect different abilities, backgrounds and experiences
- Keep posts and comments relevant to the Runspire Together community
- Avoid naming or criticising individuals in relation to complaints or disputes
- Follow administrator instructions and the published group rules

Runspire Together administrators may moderate, decline or remove posts or comments that do not meet this policy or the group rules.

Where appropriate, administrators may issue a warning, temporarily restrict participation or remove a member from the group.

Serious concerns may be managed under Runspire Together's safeguarding, complaints or volunteer procedures.

9. Photos, Videos & Member Content in the Facebook Group

Members should only post photographs or videos where they have a reasonable basis to believe the people shown are happy for the content to be shared.

Particular care must be taken with children, vulnerable adults and personal information.

Posting content in the community group does not automatically give Runspire Together permission to reuse that content for public marketing.

Where Runspire Together wishes to reuse member-created content outside the group, appropriate permission should be obtained.

PART C – SOCIAL MEDIA

This applies to platforms including Facebook, Instagram, LinkedIn, TikTok and similar platforms, including Runspire Together's official pages and accounts.

10. 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.

11. 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

12. 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.

13. 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

14. Online Harassment & Misuse

Harassment, bullying or discriminatory behaviour online may result in:

- Removal from WhatsApp groups or the Runspire Together Community Facebook Group
- Removal from sessions
- Volunteer disciplinary action
- Referral to authorities where appropriate under the Protection from Harassment Act 1997

15. Complaints

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

16. Policy Acceptance

Participation in Runspire Together WhatsApp groups, membership of the Runspire Together Community Facebook Group, or engagement with official social media platforms constitutes agreement to this policy and any associated published group rules.