

## **The Trefoil Guild social media policy – revised**

### **1. Purpose**

Social media provides opportunities for Trefoil members to communicate, share ideas and activities with other members, Girlguiding and the public.

This policy gives guidance to follow and describes our policy in respect to our social media channels.

### **2. Policy statement**

We want to encourage members to make the most of our social media to share Trefoil news and stories. The purpose of this policy is to be open and transparent to all our members on the social media channels that we support and the rules around the use of those channels.

### **3. Our social media channels**

Our social media channels include Facebook, and Instagram. They provide members with an online space to share Trefoil stories, activities and news in a way that allows feedback and discussion with others. Trefoil Guild does not support the use of X (formerly Twitter).

Members can access Trefoil social media from the links on the Trefoil website or through the links given below. Nationally the following are available:

- [Trefoil Guild UK Facebook account](#) – this is a public social media platform
- [Trefoil Guild members Facebook account](#) – A place for current Trefoil members only. Although any member of the public can find this group only members can see who is in the group and what they post.
- [Trefoil Guild Instagram account](#) – this is a public social media platform

#### **3.1 Other Trefoil social media channels**

Some countries, regions, counties, guilds, and interest groups host their own social media. For details of these, please contact the relevant chair or public relations adviser.

Any Trefoil member creating or setting up a social media channel has a responsibility to do so within the guidelines laid down in this policy. All groups should be private, intended for Trefoil members only and have monitoring of content in place.

Advice and guidance on setting up social media channels should be directed to the country or region public relations advisers in the first instance or contact the Trefoil office.

#### **4. Keeping safe**

It is important that you are aware of the potential risks around social media. and networking online.

If you are using social media remember to always check your device security and privacy settings to keep yourself safe and to minimise exposure to offensive material, cyberbullying, trolling, harassment, and bullying.

Never add personal details about yourself or others onto social media and follow Trefoil data protection policies.

#### **5. Social media guidelines**

Our social media channels should reflect the values of The Trefoil Guild. When using our social media please be kind and considerate, inclusive, encouraging and share the fun and friendship of Trefoil.

Members using Trefoil social media should remember to:

- Follow the Trefoil code of conduct
  - Treat others how you would like to be treated.
  - Respect each other's privacy, treat everyone with respect and dignity.
  - Communicate in an open and respectful way.
  - Stay on topic. Any comments should relate to the topics on our social media channels.
- No hate speech or bullying
  - Make sure everyone feels safe.
  - Bullying of any kind isn't allowed and degrading comments relating to race, religion, culture, sexual orientation, gender, or identity will not be tolerated.
- Do not post content unless it belongs to you, or you have permission from its rightful owner to do so.
- Do not repost from other social media groups into Trefoil social media or from private Trefoil social media.
  - Trefoil social media is solely for the communication and promotion of Trefoil news, activities and events.
- Only share photographs in line with the Trefoil photographic, video and audio policy
  - Get permission before posting images or videos.
  - Do not post images of anyone under 18 to minimise safeguarding risks.
- Do not use the sites for fundraising

- No fundraising, including lotteries, community, crowdfunding or via sites such as JustGiving allowed.
- Do not use the sites for petitions or voting
  - Sharing petitions and asking other members to support a cause via a petition, voting or registers is not allowed.
- Do not use the site for sales or self-promoting
  - Self-promotion for profit, spam and irrelevant links are not allowed.
  - Do not sell personal items, products, or services.
  - Trefoil does not accept responsibility for unofficial financial transactions on social media. If unsure contact the Trefoil office.
- Do not breach any of the terms and conditions of the social media channels themselves.

## 6. Concerns requiring support or investigation

The Trefoil Guild will use its own discretion to determine whether posts to our social media channels breach our guidelines and reserve the right to hide or delete comments made on our social media channels, as well as block users who persistently go against these guidelines.

Our Facebook and Instagram channels are monitored all year round however should you have any concerns, questions, need support, or guidance then please contact the Trefoil office by emailing [trefoilguild@girlguiding.org.uk](mailto:trefoilguild@girlguiding.org.uk) or phoning 020 7834 6242 extension 3010 during office hours.

We take breaches of this policy very seriously and will begin investigations into potential breaches when necessary. If you believe this policy has been breached, please follow the Trefoil code of conduct or complaints policy.

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