



# Social Media and External Communications Policy

(c) Institute for Social Value 2025. Not to be reproduced without permission. All rights reserved.

## **Purpose**

This policy provides guidance for all staff, contractors and volunteers when engaging in external communications. This includes the use of social media, public speaking, publishing articles or blogs, and other forms of public commentary.

## **Scope**

This policy applies to all individuals involved in ISV activity when communicating publicly in a way that relates to, or could be perceived to relate to, their role or affiliation with ISV. It covers both official and personal communication channels where ISV is referenced.

## **Principles and Guidelines**

To protect the reputation and integrity of The Institute for Social Value, individuals must observe the following principles:

- Personal vs Organisational Views

Clearly distinguish personal opinions from those of ISV. If you are speaking or posting in a personal capacity but referring to ISV-related topics, include a disclaimer such as: "The views expressed are my own and do not represent those of The Institute for Social Value."

- Confidentiality

Do not share or comment on any unpublished, sensitive, or internal ISV information. This includes draft documents, decisions under discussion, or content not yet made public by ISV.

- **Tone and Conduct**

Communicate in a respectful, constructive, and inclusive manner. Avoid offensive, inflammatory, or discriminatory language. Maintain a non-partisan tone in political contexts, particularly when discussing public policy.

- **Authorisation and Approval**

Do not make statements on behalf of ISV without prior approval from the ISV Secretariat. If approached by the media, or if you are asked to speak or publish in a way that presents you as representing ISV, contact the ISV communications lead for guidance.

## **Use of ISV Identity**

- You may state your affiliation with ISV (e.g., Member of the ISV Council or Member of the ISV Advocacy Working Group) where relevant and appropriate.
- Use of ISV's logo, templates, or visual identity in any public communication requires prior written approval from ISV.
- Any materials developed with ISV involvement or funding should acknowledge ISV's role. Attribution should be accurate and consistent with ISV's communications standards.

## **Official Communications**

- All formal ISV communications, including press statements, public reports, blogs on the ISV website, and social media posts on ISV channels, must be coordinated and approved by the ISV Secretariat or communications lead.
- If you are contributing to public content (such as a conference, podcast, panel, or article) and referencing your ISV role, please notify ISV in advance.

## **Personal Social Media Use**

- You are welcome to share publicly available ISV content, such as blogs, publications, or event details, and we encourage positive engagement.
- Ensure that your personal posts do not compromise ISV's reputation or your impartiality as a representative.
- Avoid engaging in arguments, trolling, or inappropriate interactions online in relation to ISV work.

### **Monitoring and Compliance**

Failure to comply with this policy may result in a discussion with the ISV Secretariat, and in serious cases, may lead to removal from the relevant ISV group or activity. ISV reserves the right to request the removal of content that breaches this policy.

### **Support and Questions**

If you are unsure whether something is appropriate to post, publish or say publicly in relation to ISV, please seek advice from the ISV communications lead via

[Christopher.jones@socialvalueuk.org](mailto:Christopher.jones@socialvalueuk.org)