

Finchley Progressive Synagogue

Social Media Policy 2026



This Social Media Policy sets out how Finchley Progressive Synagogue manages and uses social media to protect our reputation, safeguard beneficiaries, comply with UK charity law, and promote our charitable aims responsibly.

The policy applies to employees, council members, volunteers, and anyone representing the charity online.

Scope

This policy covers all forms of social media that FPS currently uses or may use in the future, including Facebook, X, Instagram, LinkedIn, and blogs.

Read alongside related policies:

- Safeguarding Policy
- Privacy Policy
- Volunteer Policy

Responsibility

- FPS's Community Lead is responsible for day-to-day publishing, monitoring, and management of FPS social media channels.
- Only authorised employees may post on FPS channels, and no posts may be made without the permission of the Community Lead or the Rabbi
- Authorised employees must not share account access details with others.
- Questions about FPS social media channels should be sent to: sarahwendy@fps.org

Social media presence

As of this policy's last review, FPS is active on the following social media platforms:

- Facebook
- Instagram ● YouTube

What FPS uses social media for:

- To boost our profile and spread the word about FPS to the wider community
- To share and celebrate our achievements, festivals, and special moments ● As an access point to potential visitors/new members

What FPS does not use social media for:

- Sharing the personal or political views of any member, including the Rabbi, the Chair, and the Community Lead.
- Advertising the specifics of upcoming events, such as exact place, time, and persons attending.

Guidelines for using FPS accounts

The following guidelines apply when employees use FPS social media accounts.

All posts made to official FPS media channels must:

- Reflect FPS's values and ethos.
- Have a clear purpose and benefit for FPS
- Accurately reflect FPS's agreed positions.

When engaging with FPS's online community, one must:

- Answer questions appropriately.
- Engage in a timely manner.
- Report any issues that arise according to the procedure outlined below

Quality control

When preparing to post, it is essential to always:

- Pause and think before posting.
- Check for typos and grammatical errors.
- Ensure the images are of good quality
- Ensure the accuracy of all facts, and take reasonable steps to verify if necessary

Permissions, privacy, and safeguarding

- Do not post about supporters, grantee organisations, beneficiaries, or third-party organisations without express permission.
- If using interviews, videos, or photos that clearly identify a child or young person, gain consent from a parent or guardian. If you are unsure whether consent is granted, check with the Community Lead.
- Ensure that all images published are credited appropriately, and obtain all relevant permissions before publishing.

Personal opinions and liability

- Refrain from offering personal opinions via FPS social media accounts (including by liking, sharing, commenting).
- If unsure of FPS's position on a particular subject, speak to the Rabbi or the Chair

- Do not create or transmit any material that might be defamatory, create liability, cause distress, or compromise the safety of the synagogue or its members.

Artificial Intelligence

- Images made with the use of generative AI are not to be used on any FPS social media accounts.
- If you are unsure whether AI has been used to create an image, make every reasonable effort to find out, and do not post if you are unsure.

Brand clarity

- No social media pages are to be set up on behalf of FPS without approval from the Rabbi or the Chair

Advocacy

- FPS is not a political organisation and does not hold a view on party politics. Therefore, any social media content published by FPS must not involve pieces directly supporting any particular party.
- Advocacy may be promoted by FPS if it directly supports FPS's charitable purpose and aligns with charitable objectives, and if approval by the Rabbi or Chair has been obtained.

Handling abuse or inappropriate content

- If FPS receives abusive comments or inappropriate or illegal content, these should be reported to the Community Lead, the Rabbi or the Chair so that immediate action can be taken

Monitoring, complaints, and crisis situations

- The Community Lead will regularly monitor social media channels to ensure compliance, and will report any issues to the Chair or Rabbi

Complaints, escalation and action

- If a complaint is made on FPS's social media channels, it should be brought to the Chair or the Rabbi immediately so that the situation can be remedied.
- If any employee becomes aware of content that could escalate into a crisis, or of any breach of this policy, they should speak to the Rabbi or the Chair immediately

The Rabbi or the Chair will then consider what action to take, which may include:

- Deleting or removing content
- Corrective action such as a public statement
- Reporting to the police, CST, or another relevant body

Beverley Kafka
Chair

Sarah Wendy Burman
Community Manager

Review

This policy will be reviewed annually by the Council.

Approved by the Council: May 2026

Next review date: May 2027