



SOCIAL MEDIA COMMUNITY GUIDELINES

The Gurkha Welfare Trust (the Trust) uses social media to keep our supporters, beneficiaries and the wider public informed about our work, events, fundraising activities and news relating to the Gurkha community. You can connect with us on Facebook, Instagram, LinkedIn, TikTok and YouTube to stay up to date with the latest information from the Trust.

Please remember that anything you post on social media may be visible to others and could remain publicly accessible. If you wish to discuss a personal, confidential or sensitive matter, please contact us directly rather than through social media.

OUR COMMUNITY GUIDELINES

We welcome positive and constructive engagement across all our social media channels. To help maintain a safe, respectful and inclusive online community, we ask that everyone follows these guidelines when interacting with us.

These guidelines apply to all content posted on or shared through our social media channels, including Facebook, Instagram, LinkedIn, TikTok and YouTube.

We regularly monitor our social media channels; however, we cannot guarantee an immediate response to all comments or messages. We reserve the right to remove content or restrict access to our channels where we believe these guidelines have not been followed.

HOW WE INTERACT WITH YOU

The content we publish on our social media channels is provided for general information purposes only. While we make every effort to ensure information is accurate at the time of publication, content may become outdated over time.

Comments and content posted by individuals do not necessarily reflect the views, policies or positions of the Trust.

HOW YOU INTERACT WITH US

When using our social media channels, please do not:

- Use offensive, obscene, abusive or inappropriate language.
- Share personal, confidential or sensitive information about yourself or others.
- Post spam, promotional material or unauthorised advertisements for products, services or organisations.
- Post content that is unlawful, misleading or fraudulent.

- Impersonate another person or organisation or misrepresent your identity.
- Claim to represent the Trust unless authorised to do so.
- Harass, threaten, intimidate or discriminate against any individual or group.
- Post content that infringes copyright, trademark or other intellectual property rights.
- Publish defamatory, hateful or malicious content.
- Post content that is unrelated to the purpose of our social media channels.

MODERATION

We reserve the right to remove any content that breaches these guidelines or that we consider inappropriate, offensive, misleading or harmful to our community.

Where appropriate, we may restrict or block access to our social media channels. We may also report content or users to the relevant social media platform, law enforcement agencies or other appropriate authorities and may take legal action where necessary.

PRIVACY

Please avoid sharing personal information publicly through our social media channels. Any personal data processed by the Trust will be handled in accordance with our Privacy Policy.

USE OF USER CONTENT

By posting content on our social media channels and tagging or engaging with the Trust, you grant us a non-exclusive, royalty-free licence to use, reproduce, share and display that content in connection with our charitable activities, communications and promotional materials. Where appropriate, we may seek additional permission before using content outside the social media platform on which it was originally posted.

CONTACT US

If you have any questions about these guidelines or wish to report content that you believe breaches them, please contact The Gurkha Welfare Trust directly. You can email us at: info@gwt.org.uk