



Social Media Policy

Pocket Money Adventures CIC

Version 1.0

Effective date: 24 April 2026

Review date: 24 April 2027

Approved by: Nathan Waldron, Director, on behalf of the Board of Directors (Pocket Money Adventures CIC)

Pocket Money Adventures CIC

Registered office: 68 Nottingham Road, Eastwood, Nottingham, NG16 3NQ

Company No. 16994988 • ICO Registration No. ZC124930

General contact: hello@pocketmoneyadventures.co.uk

Safeguarding contact: support@pocketmoneyadventures.co.uk

Data Protection contact: dpo@pocketmoneyadventures.co.uk

Designated Safeguarding Lead: Nathan Waldron

Deputy DSL: Bernadette Houlton

1. Purpose

This policy governs the use of social media by Pocket Money Adventures CIC, including all directors, staff, associates, contractors, and volunteers who represent PMA. Social media is a powerful tool for reaching schools, funders, and the public. It also carries risks: reputational damage if content is inappropriate, legal liability if claims are unsubstantiated, and child safeguarding risks if children are identified or exploited. This policy protects PMA's reputation, ensures legal compliance, and safeguards children.

2. Scope

- All official PMA social media accounts
- Personal use of social media by anyone who mentions or represents PMA
- Content posted about PMA by staff, contractors, and associates
- Engagement with third parties (funders, partners, schools) on social media

3. PMA official accounts

Currently active: LinkedIn (primary platform for reaching schools and funders). Future platforms may include Instagram, Facebook, X/Twitter, TikTok, or YouTube. Any new account must be approved by Nathan Waldron before launch.

All official posts must be approved by Nathan Waldron before publication. Kirsty (designer/associate) may draft content for approval. Approved content is posted by Nathan Waldron or a designated associate. No other person posts on behalf of PMA without explicit authorisation.

Access to official accounts is restricted to Nathan Waldron. Login credentials are stored securely and not shared. Recovery codes are held per the Operational Reference Hub entry on social media recovery.

4. Content standards

All content posted on PMA's official accounts must:

- Be accurate and substantiated; no exaggeration or unproven claims
- Be professional and aligned with PMA's values (accessibility, child safety, integrity)
- Comply with ASA/CAP Advertising Standards. Claims about the programme's effectiveness must be backed by evidence
- Disclose any paid relationships. Use #ad or "Paid Partnership with [Sponsor Name]" if content is sponsored
- Disclose conflicts of interest if the poster has a financial interest
- Not contain images of children without explicit, documented parental consent (PMA Parental Consent Pack v2.0)
- Not disclose confidential sponsor information, school data, or child data
- Not make financial projections or investment claims without evidence
- Be respectful of all communities; no content that is discriminatory, insulting, or harmful

Before posting, ask: Is this true? Is this professional? Is this fair? Could this harm anyone?

5. Educational outcome claims

PMA is a new programme (first pilot May 2026). Early claims about impact are exciting but must be grounded in evidence.

- Do not make impact claims before evidence is available. "We are piloting with schools" is fine. "Children improved financial literacy" is not fine until pilot data supports it
- Once pilot data exists, claims can be made if supported by that data. Example: "In our pilot with [School Name], 85% of children showed improved understanding of needs vs wants"
- Always reference the evidence. "Our pilot data shows..." not "Research proves..."
- If a claim is challenged, provide the evidence immediately
- Approved claims must cite the data source. All claims are documented and made available to Nathan Waldron for review

Until rigorous pilot outcomes data exists, PMA can post about activities, participant feedback, and programme delivery — but not impact claims.

6. Children on social media

Children must be protected on social media. Under no circumstances will:

- Images of children be posted without documented parental consent (Parental Consent Pack v2.0 Part 7 photo process must be followed)
- Children be named on any PMA social media platform (use first name only if absolutely necessary, with explicit parental consent)
- Any social media content target children directly (for example: interactive posts asking children to comment, quizzes, challenges)
- Personal information about a child be disclosed (age, school name, family details)
- Links to external content be posted that could expose children to harm

If a case study is shared, ensure the child is not identifiable (no names, no individual details). General quotes ("Children enjoyed learning about money") are safe. Specific quotes ("Ava enjoyed learning") may identify a child and require consent. In doubt, do not post. Check with Nathan Waldron.

7. Sponsor content

If a sponsor is featured in any post, this must be disclosed clearly:

- Use the hashtag #ad or #sponsored
- State: "Paid Partnership with [Sponsor Name]"
- Do not imply independent endorsement without disclosure. If a sponsor is featured and the post is not paid, this is still a partnership endorsement and should be clear
- Sponsor claims must be accurate. If a sponsor claims their product is "the best" or "unique," this must be substantiated

If a third party asks to post about PMA, they must be given brand guidelines and must submit content for approval.

8. Personal accounts

Associates and contractors should not:

- Post confidential PMA information (strategy, finances, internal decisions, unreleased programme content)
- Post school names, teacher names, or any identifiable information about children or schools, even if the post is positive
- Post child photographs without explicit parental consent
- Publicly criticise PMA's partners, sponsors, or schools, even if disagreement is justified
- Claim to speak on PMA's behalf unless authorised in writing by Nathan Waldron
- Use PMA's branding or logo in personal posts without permission

Associates may mention PMA in personal profiles (for example: "I work with Pocket Money Adventures") and may share general information about the programme. Any content that could affect PMA's reputation must be approved by Nathan Waldron first. If a personal post is challenged because it reflects badly on PMA, Nathan Waldron may request the post be removed.

9. Crisis management

If negative content about PMA appears on social media: Do not respond immediately. Take 30 minutes to assess the situation. Notify Nathan Waldron immediately with a screenshot of the negative content. Agree a response within 2 hours. Do not delegate this decision.

Do not delete negative comments (this often increases reputational damage and looks like censorship). Respond calmly and factually:

- Acknowledge the concern: "Thank you for raising this"
- Provide accurate information: "Here is what actually happened..."
- Offer to discuss privately if appropriate: "We'd like to understand your concern better. Please email complaints@pocketmoneyadventures.co.uk"
- Never be defensive or aggressive

For serious matters (false accusations, legal threats, child safety concerns), refer to legal advice. Do not respond alone.

10. Intellectual property

All PMA content posted online (text, images, videos, designs, programme materials) is protected by copyright. Pocket Money Adventures CIC owns the copyright.

Do not share full PMA materials (books, cards, worksheets, lesson plans) on social media or in public repositories without authorisation. Sharing one book page as a sample is marketing. Sharing all materials is copyright infringement and undermines PMA's commercial model.

Third-party content shared on PMA accounts must be:

- Properly credited (author name, source, URL)
- Shared in compliance with that content's licence (if it is Creative Commons, follow the licence terms)
- Relevant and aligned with PMA's message

If a third party uses PMA content without permission, Nathan Waldron will send a cease-and-desist notice. Repeat infringement may result in legal action.

11. Breaches

Breach of this policy is a serious matter. Breaches include:

- Posting child images without consent
- Disclosing confidential information
- Making unsubstantiated claims about programme outcomes
- Posting content that is false, discriminatory, or harmful
- Failing to disclose paid partnerships
- Representing PMA without authorisation

Consequences follow the Disciplinary Policy v1.0:

- First breach: Verbal warning and retraining
- Second breach: Written warning
- Third breach or serious breach: Immediate termination of engagement

Breaches involving children or safeguarding will be treated as disciplinary matters and may be reported to the LADO and relevant authorities.

12. Policy review

This policy is reviewed annually and immediately whenever:

- Social media platforms change their terms or policies
- ASA/CAP advertising standards are updated
- A breach or incident occurs
- New risks emerge (for example: new platforms, new forms of online harm)

Linked policies and references

- Children and Adult Safeguarding Policy v1.3
- Parental Consent and GDPR Pack v2.0
- Complaints Policy v1.0
- Disciplinary Policy v1.0
- Whistleblowing Policy v1.1
- Privacy Policy v1.3
- Operational Reference Hub — ASA + CAP Code; Social media account recovery

Version history

- v1.0 — 24 April 2026. Rebranded to PMA house style; complaints route updated to complaints@; Disciplinary Policy cross-referenced. Governing law: England and Wales.

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