



*Playful in practice  
Serious about solutions*

## Digital Communication and Social Media Statement

**Last updated: 25th June 2026**

**Next review: 25th June 2027**

### 1. Our commitment

Participation People believes digital spaces should be safe, welcoming and inclusive places where people can connect, participate and share their voices with confidence.

We use digital communication and social media to engage with children, young people, families, professionals, partners and communities. Whether we're sharing opportunities, celebrating achievements or listening to lived experience, we are committed to creating respectful online environments that reflect our values of **Kindness, Courage and Curiosity**.

Our approach to digital communication is underpinned by our Safeguarding Policy, Privacy Notice, Artificial Intelligence Policy and Equality, Diversity, Equity & Inclusion (EDEI) Policy.

### 2. Purpose

This statement explains how Participation People uses digital communication and social media, how we help keep people safe online and what you can expect when interacting with us through digital platforms.

### 3. How we use digital communication and social media

Participation People uses digital platforms to:

- share news, opportunities and events
- promote participation and engagement opportunities
- celebrate the achievements and contributions of children and young people (with appropriate permission)

- share resources, research and learning
- communicate with partners and stakeholders
- encourage positive conversations about participation and co-production
- provide updates about our work and impact.

## **4. Keeping people safe online**

Safeguarding is central to everything we do, including our online activities.

We take reasonable steps to create safe digital environments and expect everyone engaging with Participation People online to treat others with dignity and respect.

Where safeguarding concerns arise through digital communication or social media, they will be managed in accordance with our Safeguarding Policy.

## **5. Communicating with children and young people**

Participation People may communicate with children and young people through digital platforms where this is appropriate for a project or activity and where the necessary consent, permissions and safeguarding measures are in place.

We are committed to ensuring children and young people, and where appropriate their parents or carers, understand how we will communicate with them before any engagement begins. Wherever possible, communication methods are agreed in advance as part of the project's consent and onboarding process.

We will never knowingly ask children or young people to share sensitive personal information through public posts or direct messages.

Where appropriate, conversations will be moved to more suitable communication channels, such as email or approved project communication platforms. Any ongoing communication will always be proportionate to the activity and carried out in accordance with our Safeguarding Policy and Privacy Notice.

## **6. Respectful online behaviour**

We want our digital spaces to be welcoming, respectful and inclusive for everyone.

We encourage open and constructive discussion but reserve the right to remove content or limit interaction where behaviour includes:

- bullying or harassment
- discrimination or hate speech
- abusive, threatening or offensive language
- sharing confidential or personal information about others
- spam or misleading content
- activity that could place someone at risk.

Where appropriate, serious concerns may be referred through our safeguarding procedures or reported to the relevant platform or authorities.

## **7. Photography, video and content**

We regularly share photographs, videos, creative work and stories that celebrate the voices and achievements of children and young people.

We will only do this where the appropriate permissions or consent have been obtained, and we will always seek to respect the privacy, dignity and preferences of those involved.

## **8. Privacy and your information**

If you contact us through social media or other digital platforms, we will only use your personal information in accordance with our Privacy Notice and, where relevant, our Young People's Privacy Statement.

We encourage everyone to avoid sharing sensitive personal information through public posts or direct messages.

## **9. Third-party platforms**

Participation People uses third-party platforms such as LinkedIn, Facebook, Instagram, TikTok, YouTube and WhatsApp to communicate with different audiences.

These platforms operate independently from Participation People and have their own privacy policies, community standards and terms of service. We encourage everyone using these platforms to read and understand the policies that apply to them.

Participation People is not responsible for the operation or privacy practices of third-party platforms.

## **10. Accessibility**

We are committed to making our digital communications as accessible and inclusive as reasonably possible.

Where appropriate, we aim to:

- use clear, plain English
- provide captions for video content
- include alternative text for images where possible
- consider accessibility when creating digital content
- continually improve the accessibility of our communications.

## **11. Reporting concerns**

If you have a safeguarding concern, believe someone is at risk, or have concerns about Participation People's digital communications, please contact us as soon as possible.

Safeguarding concerns can be reported via **[safeguarding@participationpeople.com](mailto:safeguarding@participationpeople.com)**.

General concerns or feedback about our digital communications can be sent to **[concerns@participationpeople.com](mailto:concerns@participationpeople.com)**

Further information can be found in our Safeguarding Policy, Privacy Notice and Whistleblowing Policy.

## **12. Review**

This statement will be reviewed annually, or sooner where legislation, organisational learning or best practice changes.