



NATIONAL RIFLE ASSOCIATION

SOCIAL MEDIA AND COMMUNICATION POLICY

Adopted by Council on 13 December 2025

1. Policy Statement

The National Rifle Association (NRA) recognises the value of social media in communicating with members, promoting its charitable activities and engaging stakeholders. This policy ensures that social media use aligns with the NRA's charitable objects, values and legal obligations while protecting its reputation and the safety of all individuals associated with the organisation.

2. Purpose

The purpose of this policy is to provide clear guidance on the responsible and effective use of social media by all individuals connected with the NRA. It ensures that any use of social media, whether official or personal, reflects the values of the NRA, supports its charitable aims and complies with applicable laws and policies.

3. Scope

This policy applies to:

- 3.1 All individuals involved with the NRA, including employees, trustees, volunteers, contractors, consultants, members and anyone representing the NRA in any capacity ("associated persons").
- 3.2 All forms of social media, including but not limited to website, blogs, microblogging platforms (e.g. X/Twitter), social networking sites (e.g. Facebook, LinkedIn), content-sharing platforms (e.g. Instagram, YouTube, TikTok), forums and any other online communication channels.
- 3.3 Both official use (posts made through NRA-managed accounts) and personal use, where an individual's actions or content could reasonably be linked to or impact the NRA.
- 3.4 All times and settings, including outside of working hours, where online activity may affect the NRA, its people, or its reputation.

4. Aims

This policy aims to:

- 4.1 Promote the responsible, effective and lawful use of social media.
- 4.2 Protect the reputation of the NRA and those associated with it.
- 4.3 Safeguard children, young people, vulnerable adults and associated persons.
- 4.4 Prevent misuse or harmful conduct online.
- 4.5 Provide clear guidance on expected standards of online behaviour for both official and personal use.
- 4.6 Ensure compliance with relevant legislation, safeguarding requirements, and associated NRA policies.
- 4.7 Support the use of social media to inform members and the public about NRA news, activities, competitions and events.

5. Principles of social media use

All social media use related to the NRA must:

- 5.1 Reflect the charity's values of integrity, respect, inclusivity and transparency
- 5.2 Be accurate, respectful and lawful
- 5.3 Avoid defamatory, discriminatory, or offensive content
- 5.4 Not disclose confidential or sensitive information
- 5.5 Clearly distinguish between personal and official views.

6. General guidance for social media use

This guidance applies to all associated persons who use any form of social media, whether in an official capacity or personal use.

6.1 General conduct and responsibilities

All individuals must:

- Clearly identify themselves when posting or engaging online.
- Respect the rights, privacy and confidentiality of others at all times.
- Avoid language or behaviour that could be considered abusive, insulting, discriminatory, harassing or otherwise inappropriate.
- Not use social media to bully, intimidate, or demean any person, nor post or share photographs, videos, or content that could cause offence.
- Avoid comments that undermine others personally or professionally, or that could lead to exclusion or persistent criticism.
- Not repost or endorse inappropriate or offensive content, as doing so may be interpreted as approval and could lead to disciplinary action.
- Not use private messaging functions through official NRA social media channels for personal communication.
- Remember that social media platforms are public forums; content shared, even privately, can become public.

6.2 Official use

When using social media for official purposes, the following guidance must be followed:

- Only authorised individuals may post on behalf of the NRA (see paragraph 9).
- Use approved branding, logos and messaging consistent with the NRA's objectives.
- Ensure all content aligns with the NRA's communication, engagement and charitable aims.
- Respond to comments and messages respectfully, accurately and within the scope of the associated person's role.

6.3 Personal use

When using social media for personal purposes, all associated persons must:

- Not present personal opinions as those of the NRA.
- Avoid commenting on or representing the NRA unless expressly authorised by the Secretary General.
- Not share confidential, internal, or sensitive information about the NRA.
- Use a disclaimer where appropriate (e.g. “Views expressed are my own”).
- Maintain professionalism and uphold the NRA’s reputation, particularly if publicly linked to it.
- Be aware that online activity is at their own risk and that they are personally responsible for the content they post.
- Ensure that their behaviour online reflects the same standards expected in the workplace.

7. Inappropriate use

7.1 The following will be considered breaches of this policy:

- Disparaging or offensive remarks about the charity or others
- Bullying¹, harassment² or discriminatory behaviour online
- Sharing false, confidential, or misleading information
- Using social media for personal gain at the expense of the charity

7.2 Breaches may result in disciplinary action, up to and including termination of employment or revocation of membership.

8. Safeguarding and Child Protection

- 8.1 This section should be read alongside the NRA’s Safeguarding Policy.
- 8.2 All social media communications must be carefully considered, particularly when they may be viewed by children or young people under 18³.
- 8.3 To protect both adults and children, coaches, officials and volunteers must not accept friend requests or social media connections from anyone under 18. Any such requests should be declined and reported to the Safeguarding Lead Officer (Georgina Thatcher: safeguarding@nra.org.uk / 01483 797 777).
- 8.4 Personal communication with under-18s should be avoided. All contact should be made through a parent or person with parental responsibility to prevent miscommunication or misunderstanding.
- 8.5 No personal information about a child (e.g. name, address, identifiable details) may be shared on any NRA social media platform.

¹ Bullying may be described as behaviour (from a person or a group) that is unwanted and makes the recipient feel frightened, less respected or put down, made fun of or upset.

² Harassment involves subjecting an individual to unwanted behaviour which has the purpose or effect of violating the victim’s dignity or creating an environment that is intimidating, hostile, degrading, humiliating or offensive to the victim.

³ A child, as defined by the ‘Children’s Act 1989’ is a person under the age of 18.

8.6 No photographs, videos, or posts should include or imply any abusive, critical, or humiliating content towards a child, or place them under undue pressure.

9. Management of NRA social media

9.1 The content of the NRA's social media is overseen by the Communications Team who ensure that all messages, images and other published content are accurate, appropriate and in line with the NRA's values and policies.

9.2 The Communications Team has the authority to delete inappropriate posts or comments and reserves the right to block, unfollow, ignore or report any posts, messages, or contacts that are irrelevant, repetitive, offensive, abusive, bullying or harassing in nature. Such action may be taken without prior notice.

9.3 The NRA's social media channels are not monitored continuously. While there may be a delay in responding to posts, comments, or messages, urgent issues that are identified will be escalated and addressed without undue delay.

9.4 If any affiliated person's name or photograph is published on NRA social media and they wish for it to be removed, they should contact webenquiries@nra.org.uk. The post will be removed as soon as possible on request.

9.5 The ability to post content on NRA social media platforms is restricted to a limited number of designated staff members who possess appropriate experience and training in social media communications. Access to official NRA social media accounts is granted at the sole discretion of the Secretary General and is limited to those individuals who are formally authorised to represent the NRA in an online capacity.

9.6 Authorisation to access and manage NRA social media accounts is granted by the Secretary General. Access is reviewed regularly and may be amended, suspended, or withdrawn at the discretion of the Secretary General to ensure compliance with this policy and organisational needs.

10. Reporting concerns and breaches

10.1 If associated persons or any other individual believes that they have witnessed possible criminal activity on any social media platform, they should report it to the police.

10.2 In all circumstances:

10.2.1 Associated persons are responsible for reporting misuse and inappropriate content to the Safeguarding Lead Officer as soon as it is identified.

10.2.2 If any person has a concern about what they see or are told on an NRA social media networking site, about the NRA, a member, trustee or staff, they must report this to the Safeguarding Lead Officer who will escalate the matter as appropriate. Depending on the outcome, the NRA may:

a. Remove comments or posts and if appropriate ban the user from NRA social media or request the online provider to do so.

- b. Report individual users to the appropriate social media provider following the reporting procedures of those companies.
- c. Initiate the NRA Disciplinary Procedure process.
- d. Report misconduct to a relevant external organisation who may take their own action.

11. Resources and Publication of Social Media and Communication Policy

11.1 Related NRA policies:

- (a) NRA Data Protection and Data Use Policy
- (b) NRA Safeguarding Policy
- (c) NRA Equality Policy
- (d) NRA Bullying and Harassment Policy
- (e) NRA Complaints Policy
- (f) NRA Code of Conduct for Members
- (g) NRA Employee Handbook

11.2 The NRA will ensure that this policy is at all times publicly accessible on its website.

12. Monitoring and Review

12.1 This policy will be formally reviewed every three years. An interim review may be undertaken sooner where required due to legislative or regulatory changes or following any significant incident.

Version	Date created	Last review date	Next review date	Document Author
V1	13.12.2025	-	13.12.2028	Nicki Bahia