



Fundraising on Social Media

Created by the Fundraising Regulator

The new Code of Fundraising Practice (the code) will come into effect on 1st November 2025 so you should begin preparing now so that you are compliant by the time the new guide comes in.

Click link below for a guide to help you meet the Code of Fundraising Practice (2025) when you are using social media to fundraise:

Link - <https://www.fundraisingregulator.org.uk/about-fundraising/resources/fundraising-social-media>

This guide is **not** legal advice, is non-exhaustive and relates to using social media to fundraise or promote your fundraising activity. You must comply with all aspects of the code that apply to you when you are using social media to carry out or promote your fundraising activity, even if they are not covered in this guide.

Where we say 'you' or 'your' in this guide, it means a charitable fundraising institution and/or its trustees, a paid third-party fundraiser or commercial partner.

You should use this guide alongside other sources of advice, good practice and your reasonable judgement to help you meet the requirements of the Code of Fundraising Practice (the code). For more information please visit - <https://www.fundraisingregulator.org.uk/code>

You may also find it helpful to read some of our other guides together with this one, including:

- **Fundraising events** - <https://www.fundraisingregulator.org.uk/about-fundraising/resources/fundraising-events->
- **Monitoring your fundraising partners** - https://www.fundraisingregulator.org.uk/sites/default/files/2025-04/Monitoring%20fundraising%20partners_.pdf
- **Documenting your fundraising decisions, and Due diligence and fundraising.**

Contact the Code Advice Service with any enquiries about the code and this guide. Visit - <https://www.fundraisingregulator.org.uk/about-fundraising/code-advice-service>

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Top Tips for Fundraising on Social Media

These top tips are not legal advice. They are advisory and non-exhaustive. You must follow all parts of the code that apply to you.

1. Provide sufficient details about your fundraising in more than one place online, so that it can be accessed from your social media accounts.
2. Limited social media functionality is not a reason for failing to provide sufficient information about your fundraising or making misleading fundraising claims.
3. Obtain all relevant permissions and consents, including in accordance with data protection and copyright legislation, before publishing on social media
4. Make sure the fundraising content you publish on social media is appropriate for the intended and likely audience.
5. Know when and how to hide, remove and/or report illegal, harmful or offensive content, however it is published.
6. You may need to meet the code in different ways for online and in person elements of hybrid fundraising events.
7. Feel free to 'like', share, and/or reply simply to social media posts of 'in-aid-of' volunteer fundraisers, to encourage them in their fundraising.
8. Know when those you work with on social media are 'on-behalf-of' volunteer fundraisers, professional fundraisers, or commercial participators, and meet all relevant parts of the code that apply.
9. Don't forget that anyone paid by your charitable institution to publish social media content, or given an incentive for doing so, is advertising.
10. If your fundraising on social media involves advertising, you and anyone fundraising on your behalf must follow the UK Code of Non-broadcast Advertising and Direct and Promotional Marketing (CAP Code). Please visit - <https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html>.