



LEICESTER MAGIC CIRCLE

Social Media and Under-18s Policy

The Leicester Magic Circle's approach to social media outreach and the collection of data from under-18s

1. Purpose

The Leicester Magic Circle actively promotes membership to anyone aged 16 or over. This policy confirms the approach the Circle takes to social media outreach and data collection, specifically in relation to prospective members aged 16 and 17. It is designed to ensure the Circle's recruitment activities are lawful, proportionate and safe.

2. Social media outreach

What we do

- The Circle publishes organic (unpaid) content on Facebook, Instagram and TikTok promoting its activities, events and membership.
- Content is publicly visible and is designed to be discovered by anyone with an interest in magic, including those aged 16 and over.
- Posts are general in nature and are not targeted at any specific individual or age group.

What we do not do

- The Circle does not use paid advertising or targeted advertising on any social media platform.
- The Circle does not use any social media platform's age-targeting or demographic-targeting tools.
- The Circle does not directly message under-18 individuals via social media without prior parental awareness.
- The Circle does not request or accept friendship or connection requests from under-18 individuals on personal social media accounts.

Organic vs paid: why it matters

Organic posts are content anyone can discover by following our account or searching for us. Paid targeted advertising would allow us to select specific age ranges or demographics to show our content to. We do not use paid advertising, which means we are not specifically targeting under-18s — we are simply visible to anyone who finds us organically.

This is an important distinction under UK data protection law. The ICO's Age Appropriate Design Code (Children's Code) places additional obligations on organisations that knowingly target children with digital services.

3. Responding to under-18 enquiries via social media

If an under-18 individual contacts the Circle via social media, the following approach applies:

1. Respond warmly and helpfully, providing general information about the Circle.
2. Direct the enquiry to the Circle's official email address (scot@leicestermagiccircle.org) for further discussion.
3. Do not collect personal details via social media direct messages.



4. Once email contact is established, the Circle's standard enquiry process applies — with the additional requirement that parental awareness is sought before any one-to-one contact (including mentoring) takes place.

4. Collecting prospect data from under-18s

When a person aged under 18 expresses interest in joining the Circle, the following applies:

- Their name and contact details are added to the enquiry log in the same way as any other prospect.
- The Interim Secretary is the only person with access to this data.
- Data is held for a maximum of 12 months from last contact and deleted if no application is made.
- If the individual applies for membership, parental or guardian awareness is sought as part of the Apprentice Member process (see Safeguarding Statement, Section 5).
- The Circle's Privacy Notice applies in full to all data collected, including data relating to under-18s. The Privacy Notice should be shared with the under-18 individual and their parent or guardian.

5. Content standards on social media

All content published by the Circle on social media must be appropriate for an audience that may include individuals aged 16 and 17. Specifically:

- No content that is sexually suggestive, violent, or otherwise inappropriate for a 16-year-old audience.
- No content that targets or singles out an identified under-18 individual without their explicit consent and, where appropriate, parental consent.
- Photography or video of under-18 members at Circle events may only be published with the specific consent of the individual and their parent or guardian.

6. Account security and access

- Social media account credentials are held by the named social media champion and are not shared with non-committee members.
- The Interim Secretary has oversight of all social media content before publication (see Social Media Campaign document, Section 9).
- If the social media champion or deputy changes, account passwords must be updated immediately.

7. Review

This policy will be reviewed annually by the Executive Committee and updated if the Circle's social media activities change materially — for example, if the Circle begins using paid advertising or a new platform.

8. Related documents

Document	Relationship to this policy
Privacy Notice	Explains how all personal data (including prospect data) is handled
Data Handling Policy	Sets out practical data security requirements
Safeguarding Statement	Sets out conduct standards for one-to-one contact with under-18s
Social Media Recruitment Campaign	The operational plan this policy governs