



SOCIAL MEDIA POLICY

for Crockenhill Village Hall Management Committee (CVHMC)

INTRODUCTION:

This document is the Social Media Policy of CVHMC. A written statement outlining guidelines, responsibilities and control for Staff, Committee Members and Trustees to understand when using social media and to ensure uniformed good working practice.

1. Purpose.

The purpose of this policy is to explain ones responsibilities when using social media, both when promoting the charity and in one's own time. It confirms that CVHMC may monitor the use of social media, the internet and any other of its IT or IT-related device usage by a member of staff, volunteer and / or Trustee, to verify compliance with this policy.

For the purposes of this policy, social media means and includes:

a) websites and applications where users are able to create and share content and/or take part in online networking. This includes, but is not limited to the following:

- Facebook
- Instagram
- YouTube
- Twitter / X
- LinkedIn
- Pinterest
- Google+
- Flickr
- Slack
- Tumblr
- Reddit
- Shapr

(These are some of the most common examples; however, this policy covers all social media, including any and all new variations and offerings, as these come into existence)

b) personal blogs

c) any posts you might make on other people's blogs, and

d) all online forums and noticeboards.

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CVHMC will require removal of any social media or other postings which is published in breach of this policy.

This to include if one's social media, internet usage or other IT activity causes harm to CVHMC or to its reputation, is offensive or derogatory or discloses confidential information, and/or to other named individuals whose reputations are damaged by ones actions.

The Trustee responsible for social media and or the Chair should be contacted if anything posted to a social media site was found to breach this policy or otherwise bring CVHMC into disrepute.

2. Who does it apply to?

All employees, committee members and trustees and anyone else working for CVHMC. This does not form part of one's employment contract and CVHMC can amend this policy at any time.

3. Use of social media at work

Provided that one adheres to the requirements of CVHMC social media policy, it is permissible for one to use its IT resources and, as appropriate and necessary, one's own equipment, to access social media during work/volunteering hours. It is a condition of this permission that one does not engage in any manner (including liking, retweeting and/or sharing third party content), or create, any inappropriate or unprofessional content.

If you are not authorised to post content on the social media accounts belonging to CVHMC, you must not to do so without express approval in advance from the Trustee responsible for Social Media and / or the Chair.

If you are authorised to post content to CVHMC accounts, access will be stopped immediately if there is any abuse of this policy in any way.

If you are authorised to access and/or post to CVHMC social media accounts, the Trustee responsible and / or IT consultant will require user names and passwords to be shared with themselves and recorded for use for those leaving CVHMC and other cases of emergency.

4. Your social media obligations and responsibilities

It is one's duty to protect CVHMC interests. This means, for example, (but not exhaustively) that:

General obligations when using CVHMC social media

- a) One must not publish anything that could directly or indirectly damage the interests of or might compromise the reputation of CVHMC.
- b) One must not repost or share content without fact checking or confirming its original source and obtaining approval from the Trustee responsible for Social Media and / or Chair.

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- c) Unless one has been specifically authorised to do so, and the content of the communication has been approved by the Trustee responsible for social media and / or the Chair one must not speak on behalf of CVHMC or, on behalf of any other person within CVHMC or connected with it.
- d) Social media is generally a public resource – and one where posts can be freely and rapidly shared, often without material moderation, control or constraint. One should assume that anything published anywhere will sooner or later reach the public domain. When one shares content posted by others, remember that it may be seen as giving tacit approval to opinions that could bring the Charity into disrepute.
- e) Always respect copyright, and always check whether or not a third party's content is provided before you reuse or repost it.

WHAT AND HOW YOU POST

- f) Anything you post must be accurate (including spelling) and lawful and to avoid the use of slang.
- g) You must not publish any of CVHMC business arrangements and or confidential charity information, including personal details of Trustees, Committee Members and Trustees.
- h) It must be clear at all times that postings are on behalf of CVHMC fundraising and business.
- i) When posting on behalf of CVHMC do not use personal email or social media accounts.
- j) CVHMC fundraising has a specific account to advertise events and engage with fundraisers and supporters only. There is no platform for the engaging of chat.
- k) CVHMC hall hire has a specific account to advertise hall hire availability, information relating hall hire and its support of the community. There is no platform approved for the engaging of chat.
- l) CVHMC insist that its logo is never used in anything posted or as part of any of social media profiles, unless Committee approval has been given, in advance of any publication.
- m) Employees, Committee Members and Trustees remain at all times a representative of and ambassador for the village hall. This means that personal profiles and postings are at all times appropriate and not in any way at risk of bringing CVHMC into disrepute or any controversy. (Even if you do not name CVHMC as your employer, or where you work as a volunteer people may still make an unwelcome association with the Charity if your social media activity is unprofessional and/or damaging. If you are in any doubt about what is and is not acceptable, please talk to the Trustee responsible for Social Media and / or the Chair).

Your tone of voice and the importance of being respectful

Take care when promoting any fundraising events or village hall information that content is not damaging to CVHMC reputation for professionalism and moderation. Do not criticise CVHMC or

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any other business or individual (including our suppliers, clients, business associates or colleagues) on line.

- n) Be respectful of others when using social media. Just as in the workplace and during working hours, where we do not tolerate bullying or harassment and unfair discrimination on any grounds, we also do not tolerate it on social media either. You must not engage in activities on social media which would breach not just this policy, but also our other policies.

Examples of these prohibited actions include:

- Making unlawful or disrespectful comments
 - Using abusive or threatening language
 - Posting sexually explicit language or images
 - Publishing false or misleading statements
 - Trolling (starting or pursuing arguments in an online community with the intention of disrupting normal discussions within that community)
 - Impersonating colleagues or third parties
 - Inciting somebody to commit a crime
- o) If you are being bullied, harassed or otherwise victimised on social media by another CVHMC employee, committee member or Trustee, you must advise the Trustee responsible for Social Media and / or the Chair immediately.
- p) Be respectful of the CVHMC also. The Trustees will not tolerate the airing of grievances about the Charity or any of its activities on social media. If someone wants to make a complaint, then one should use either the Complaints Policy available on the website and / or the Staff Grievance Policy.

Images and other people's personal details

- q) Consent to the posting of any photographic or videographic images containing colleagues and/or other people must have the express consent of those persons to be a part of this posting. Do not publish without this consent. If in doubt contact the Trustee responsible for social media and / or the Chair.
- r) Do not publish any other images where you have not first acquired any and all permissions (including copyright) to do so.
- s) Do not publish any business or person's personal details unless you have their express consent to do so.