



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
- TikTok
- Instagram
- YouTube
- Twitter / X
- LinkedIn
- Pinterest
- 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.

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

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Registered charity: 302724



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 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 and recorded securely for use of cases of emergency or handover.

Access to social media accounts must be reviewed and updated when individuals leave their role.

A nominated Trustee or Committee member will act as Social Media lead and is responsible for managing CVHMC social media accounts, controlling access, and ensuring consistency of tone and messaging.

Day to day posts may be made by authorised individuals without prior approval, provided they follow this policy. More sensitive or unusual content should be approved by the Social Media lead.

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.
- 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, any other person within CVHMC or connected to it.
- d) Social media is generally a public resource – and one where posts can be freely and rapidly shared. One should assume that anything published may reach the public domain and reflect on the Charity.
- e) Always respect copyright, and confirm permission before re-using third party's content.

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WHAT AND HOW YOU POST

- f) Anything posted must be accurate (including spelling), lawful and avoid the use of inappropriate language.
- g) You must not publish CVHMC business arrangements and or confidential information, including personal details of Trustees, Committee Members and users of the hall-
- h) It must be clear at all times that postings are on behalf of CVHMC fundraising and business activity where applicable.
- i) When posting on behalf of CVHMC, do not use personal email or social media accounts.

UPDATED USE OF SOCIAL MEDIA

- j) CVHMC fundraising social media accounts are to be used to promote fundraising events, community engagement and awareness of activities taking place at the hall. These accounts may respond to enquiries and direct users to appropriate channels but are not intended for ongoing public discussion or debate.
- k) CVHMC may also use social media to promote hall hire, activities and general community use of the hall. This includes sign posting availability, showcasing events and encouraging enquiries. However,
 - Post should remain informational and not act as direct advertising for third party businesses.
 - Users should be directed to the relevant provider or the CVHMC website for further details.
 - Detailed pricing, contracts and booking arrangements must be directed to the official CVHMC channels.
 - CVHMC does not endorse individual hirers or providers unless specifically stated.
- l) CVHMC insist that its logo is never used in anything posted or as part of any social media profiles, unless Committee approval has been given, in advance.
- 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 appropriate and not in any way at risk of bringing CVHMC into disrepute or controversy.
- n) **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. Maintain a respectful, community – focused and professional tone at all times.

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- o) Be respectful of others when using social media. Bullying, harassment or discrimination will not be tolerated. Examples include:
- Using abusive or threatening language
 - False or misleading statements
 - Trolling or disruptive behaviour
 - Impersonation
 - Inciting unlawful activity
- p) If you are being bullied, or harassed on social media by anyone connected with CVHMC, you must report this immediately to the Trustee responsible for Social Media and / or the Chair.
- q) CVHMC will not tolerate grievances being aired. Complaints must be handled through the formal complaints policy. Where negative or critical comments are received via social media, responses should remain polite and factual and directed individuals to the appropriate contact or complaints process.

Images and other people's personal details

- r) Consent must be obtained before posting of any photographic or videographic images of individuals. Special care must be taken when posting images of children and parents or guardian consent must be obtained.
- s) Do not publish images where you do not hold appropriate permissions, including copyright.
- t) Do not publish personal or business details without explicit consent. Personal data must be handled in accordance with CVHMC data protection responsibilities.

Direct Messages and enquiries

Direct messages or private enquiries received via social media may be responded to for general information. However, booking arrangements, contractual discussions and formal communications must be directed to official CVHMC channels.

Breach of Policy

CVHMC will require removal of any social media or other postings which are published in breach of this policy. Any misuse which damages the reputation of CVHMC may result in removal of access and further actions where appropriate.

Governance and review

This policy will be reviewed annually and maybe updated as required.