Eydon Village Hall

Eydon Village Hall

Charity No: 1125650

Social Media
Policy & Procedures

July 26

Document Control

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A guide for individuals associated with Eydon Village Hall (the Charity) on using social media to promote the work of the Charity and in a personal capacity.
This policy will be reviewed on an ongoing basis, at least once a year. The Charity will amend this policy, following consultation, where appropriate.

Introduction

1. **What is social media?**

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, X, LinkedIn and Instagram.

2. Why do we use social media?

Social media is essential to the success of communicating the Charity's work. It is important for nominated Trustees and or volunteers to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of Eydon Village Hall's work.

3. Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to the Charity's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.
This policy is intended for all Trustees and volunteers and applies to content posted on both a Charity device and a personal device. Before engaging in work-related social media activity, individuals must read this policy.

4. Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of Eydon Village Hall, and the use of social media by individuals in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help us support and expand our official social media channels, while protecting the Charity and its reputation and preventing any legal issues.

5. Point of contact for social media

A volunteer will be nominated to lead on the day-to-day publishing, monitoring and management of our social media channels. Trustees should be in regular contact with the Nominated Volunteer regarding the posts it wishes them to make on behalf of the Charity.

6. Which social media channels do we use?

Eydon Village Hall uses Facebook and Eydon Village News

Guidelines

Using the Charity's social media channels — appropriate conduct

1. The nominated volunteer is responsible for setting up and managing the Charity's social media channels, in line with the Trustees' requests. Only those authorised to do so will have access to these accounts.

2. Make sure that all social media content has a purpose and a benefit for the Charity, and accurately reflects Eydon Village Hall's agreed position.

3. Bring value to our audience(s). Answer their questions, help and engage with them.

4. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.

5. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.

6. If individuals wish to contribute content for social media, they should speak to the nominated Trustee about this.

7. Individuals shouldn't post content about supporters or service users without their express permission. If individuals are sharing information about supporters, service users or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from the Charity. If using material that clearly identify a child or young person, individuals must ensure they have the consent of a parent or guardian before using them on social media.

8. Always check facts. Individuals should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.

9. Be honest. Say what you know to be true or have a good source for it. If you've made a mistake, don't be afraid to admit it.

10. Individuals should refrain from offering personal opinions via Eydon Village Hall's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about the Charity's position on a particular issue, please speak to the nominated volunteer.

11. Individuals should not set up other Facebook groups or pages, X accounts or any other social media channels on behalf of the Charity. This could cause confused messaging.

12. If a complaint is made on the Charity’s social media channels, individuals should seek advice from the Chair of Trustees before responding. If they are not available, then please contact another Trustee.

13. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the Charity's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the Charity.

14. If individuals become aware of any comments online that they think have the potential to escalate into a crisis, whether on the Charity's social media channels or elsewhere, they should speak to the Chair of Trustees immediately.

Use of personal social media accounts — appropriate conduct
1. This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise.

2. Be aware that any information you make public could affect how people perceive the Charity. You must make it clear when you are speaking for yourself and not on behalf of the Charity. If you are using your personal social media accounts to promote and talk about the Charity's work, you must use a disclaimer such as ‘the views expressed on this site are my own and don't necessarily represent Eydon Village Hall's positions, policies or opinions."

3. Use common sense and good judgement. Be aware of your association with the Charity and ensure your profile and related content is consistent with how you wish to present yourself to the general public.

4. Never use the Charity’s logos unless approved to do so by the Trustees. Permission to use logos should be requested from the Trustees.

5. Always protect yourself and the Charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully.

6. Think about your reputation as well as the Charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

Further Guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether individuals are posting content on social media as part of their role with the Charity or in a personal capacity, they should not bring the Charity into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright Law

It is critical that all individuals abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that the Charity is not ready to disclose yet. For example, a news story that is embargoed for a particular date.

Discrimination and Harassment

Individuals should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Charity social media channel or a personal account. For example: making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief using social media to bully another individual posting images that are discriminatory or offensive or links to such content.

Protection and Intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if an individual considers that a person/people is/are at risk of harm, they should report this to the Trustees immediately.

Under 18s and Vulnerable People
Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.
Where known, when communicating with young people under 18-years-old via social media, individuals should ensure the online relationship with the Charity follows the same rules as the offline 'real-life' relationship. Individuals should ensure that young people have been made aware of the risks of communicating and sharing information online and given guidance on security/privacy settings as necessary. Please refer to our *Safeguarding Policy*.

Photography at Events and Usage
If you wish to take photographs at one of our events, you need to ensure attendees are aware photographs will be taken. It is important to advise who will be taking the photographs on behalf of the Charity, what the intended use is, if the pictures will be shared (publicised on the Charity's Facebook page and or website) and how long the photographs will be retained. In line with our Privacy Policy, individuals need to know whom to contact if they don't wish to be photographed or wish to have any photographs showing them/their family removed.
A sign similar to the following should be displayed:
Eydon Village Hall and Eydon Village News will be taking photos at today's event. These images will be used to share news about the event and to publicise similar events. Images may be printed publicity and published on Eydon Village Hall's website, Eydon Parish website, their Facebook pages and Eydon Village News. They will be stored securely until a similar event is held, after which the photos will be deletedIf you would like to see your images, or would like us to delete them, please email the Trustees on village-hall@eydon-village.co.uk at any time.

Make sure signs are visible at the event. And make announcements, during the event, to advise people photographs are being taken and asking them to read the posters.
Please note photographs are deemed to be personal information/data and are therefore covered by our Privacy Policy.

Photography of Children
In addition to the above guidelines, if you wish to take photographs at one of our events of children aged under 13, you must let their parent/guardian know why you are taking the photographs on behalf of the Charity, what the intended use is, if the pictures will be shared (publicised on the Charity's Facebook page and or website) and how long the photographs will be retained. The parent/guardian has the right to ask you not to take photographs of their child/ren – please respect the decision. And ensure you don't photograph any child without a legal guardian present.
Posters are available from https://www.resourcecentre.org.uk/information/photo-consent-for-community-groups/ where the information on Photography at Events and Usage and Photography of Children was obtained.

Responsibilities and breach of policy
Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of the Charity is not a right but an opportunity, so it must be treated seriously and with respect. For individuals, breaches of policy may incur investigations and result in a request to desist from volunteering for the Charity in future.