



Hellifield Institute

HELLIFIELD'S VILLAGE HALL

SOCIAL MEDIA POLICY

A guide for Trustees and volunteers on using social media to promote the work of Hellifield Institute

This policy will be reviewed on an ongoing basis, at least once a year.

Date of last review: January 2024

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, Twitter, LinkedIn and Instagram.

2. Why do we use social media?

Hellifield Institute uses social media to support its objective of developing the village hall at the heart of village life and promoting community spirit.

3. Why do we need a social media policy?

Whilst the use of social media is encouraged, we have certain standards outlined in this policy, which should be observed. Publication and commentary on social media carries similar obligations compared with 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 social media platforms relating to Hellifield Institute activity.

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 Hellifield Institute. It sets out what we need to be aware of when interacting in these spaces and is designed to help Trustees and volunteers protect Hellifield Institute, its reputation and preventing any legal issues.

5. Social media objectives

Hellifield Institute's social media objectives are:

- To use it as a platform to engage with the community and provide timely information, news, and updates on community events and activities.
- To raise awareness of social groups and clubs that provide services and support to Hellifield village and the Institute.

6. Social Media Platforms

The platforms used to communicate with the community under Hellifield Institute's control are:

Website <https://www.hellifieldvillagehall.org.uk>

Facebook <https://m.facebook.com/hellifieldvillagehall/>

Twitter/X <https://twitter.com/HellifieldInst>

Content for social media channels will include community news, events and details of clubs.

7. Guidelines

- 7.1. Trustees are responsible for the oversight of Hellifield Institute's social media platforms.
- 7.2. Content on our social media platforms is not actively monitored due to the channels being used primarily for publishing events and news only at present.
- 7.3. Trustees and volunteers should ensure anything posted reflects Hellifield Institute's values and ethos.
- 7.4. Avoid breaking the law on social media, such as by using unauthorised content such as photos or video footage. All relevant rights for usage must be obtained before publishing material.
- 7.5. If using video or photos that clearly identify a child or young person, we must ensure that we have the consent of a parent or guardian before using them on social media.
- 7.6. There is no intention to create private community groups, host discussion forums, or engage in dialogue with comments on social media platforms.

- 7.7. The Chair of Hellifield Institute has final approval of any content posted on social media platforms. Trustees and volunteers should be aware of appropriate social media use. Access is granted to nominated Trustees and volunteers. Content to be posted on social media platforms will be confirmed by the Chair. Access to post and update social media is restricted to those Trustees and volunteers authorised by the Chair.
- 7.8. Content will be reviewed by the individual uploading any content. They are responsible for ensuring content remains up-to-date and relevant; they are permitted to remove content and will advise the Board of Trustees.
- 7.9. In the event of a complaint, the Chair will respond appropriately and ensure that the policy is complied with.
- 7.10. Trustees are aware of their obligations in relation to social media usage to comply with the [Charity Governance Code](#) in respect of their obligations as a charity Trustee, including the Code of Conduct Policy.
- 7.11. In the event of an incident, Trustees and volunteers using social media on behalf of Hellifield Institute are responsible for ensuring prompt escalation to the Board of Trustees. Trustees and volunteers who have access will be responsible for removal of content as requested by the Chair.
Any abusive message will be drawn to the attention of the Chair and the Chair will provide the appropriate support.
- 7.12. In the event of a crisis, social media channels would be taken offline. The Board of Trustees will decide when/if an issue is of a nature that requires escalation to the Charity Commission, Police or a regulatory body.

8. The social media policy aligns with the following Hellifield Institute policies:
 - Code of Conduct
 - Safeguarding
 - Equality

9. Further Guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Trustees and Volunteers posting content on social media should not bring Hellifield Institute into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that we 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

Confidential information relating to individuals should not be posted online, such as name, address, telephone number without obtaining prior consent.

Discrimination and harassment

Content should not be posted that could be considered discriminatory against, bullying or harassment of, any individual on Hellifield Institute's social media channels.

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

Responsibilities and breach of policy

All Trustees and volunteers are responsible for compliance with this policy. Any breaches of policy requires Trustees to discuss and agree an appropriate and timely response. If there is uncertainty about whether something posted on social media might breach this policy, advice should be sought from the Chair and agreement with the board of Trustees.