

Social Media Policy



Policy author/holder: Chairperson
Date approved: 26 February 2024
Approved by: Committee
Reviewed/effective date: February 2024
Next review due: February 2027

1 Purpose and anticipated outcomes

This policy is intended to decrease the risks of social media which can impact on the wellbeing of customers, volunteers, and Frenchay Village Hall's reputation. It also intends to maximise the benefits of social media engagement.

2 About this policy

This policy must be adhered to by volunteers, contractors, consultants, and anyone else engaged by Frenchay Village Hall.

Volunteers should seek guidance from the management committee before participating in social media conversation where the topic being discussed may be considered sensitive for example, a crisis situation or press are involved. Even if you may think you are doing a good deed, it is important to adhere to this policy in all situations.

Do not use personal social media accounts for village hall use. We have a dedicated profile which is our preferred platform. It is ok to share posts to your personal page.

If a volunteer's use of social media is considered to be derogatory, discriminatory, bullying, threatening, defamatory, offensive, intimidating, harassing, creating legal liability for Frenchay Village Hall, bringing Frenchay Village Hall into disrepute or breaching any other Frenchay Village Hall policy or procedure then Frenchay Village Hall may take action to seek to stop engaging with said volunteer.

Volunteers should not use social media applications to access and share our customers' personal information.

Don't post photos of or make negative comments about our customers and do not share details about customer visits without their permission.

Social networks can also be used to distribute spam and malware so volunteers should be aware of security threats and be on guard for social engineering and phishing attempts.

Respect copyright. If it is not yours, don't use it – be particularly careful with images and video. Before posting someone else's work, please check with the owner first. If you have captured content yourself, you are entitled to share it should you have permissions from the parties potentially included, always consider the other guidelines before sharing.

Keep up to date with the terms and conditions for social networking sites and ensure these are always followed.

Be aware that internal news is not always suitable to be shared on all social media networks. Even if it's on a volunteer's personal page, before sharing anything, ensure you have permission from the content creator and that the content is suitable for a wider audience.

Frenchay Village Hall reserves the right to monitor use of social media platforms and take appropriate action to protect against any misuse that may present risk or be harmful to Frenchay Village Hall.

Volunteers should ensure General Data Protection Regulations (GDPR) are always followed when handling data on social media. Customer data must not be shared in public forums.

3 Responsibilities

Unless you are an official spokesperson for Frenchay Village Hall, it needs to be clear that views expressed on your social media profiles relating to Frenchay Village Hall are not necessarily representative of the charity.

Frenchay Village Hall discourages volunteers from posting online anonymously or using pseudonyms that in anyway directly or indirectly identify Frenchay Village Hall or themselves as connected to Frenchay Village Hall. You should never impersonate another individual or company, including Frenchay Village Hall. Avoid using Frenchay Village Hall branding in your profile photo so that there can be no confusion as to the identity of the account.

Volunteers are personally responsible for the content they choose to publish online. This includes text as well as photos, video and any other media or non-media content you may choose to upload online. Before posting consider if you are happy for anyone to view it as the potential audience is millions.

When posting on social media, volunteers should make information as accessible as possible and use plain English where possible.

Frenchay Village Hall may ask volunteers to remove social media postings which are deemed to constitute a breach of these standards and failure to comply with such a request may result in further action.

Please email frenchayvillagehall@gmail.com if you require any further clarification.

4 Version control

Version ref	Date of change	By whom	Reason
1	26/02/24	Committee	Approval
2	11/04/26	Chairperson	update

END