

Treknow Village Hall

SOCIAL MEDIA POLICY

A guide for use of social media to promote the work and activities of Treknow Village Hall and in a personal capacity

This policy will be reviewed on an ongoing basis, at least once a year. Treknow Village Hall will amend this policy, following consultation, where appropriate.

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Introduction

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.

Why do we use social media?

Social media is essential to the success of communicating Treknow Village Hall's work. It is important for some staff to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of Treknow Village Hall's work.

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 Treknow Village Hall'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 [*committee members of all levels, volunteers and trustees*], and applies to content posted on both a Treknow Village Hall device and a personal device. Before engaging in work-related social media activity, staff must read this policy.

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 Treknow Village Hall, and the use of social media by staff 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 staff support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Internet access and monitoring usage

There are currently no access restrictions to any of our social media.

Point of contact for social media

Two members of the Treknow Village Hall Committee take responsibility for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to the Chair, Julie Sandercock or Committee member, Judith Bower. No other committee member can post content on Treknow Village Hall's official channels without the permission of Julie or Judith.

Which social media channels do we use?

Treknow Village Hall uses the following social media channels:

Facebook

Treknow Village Hall has a Facebook account which it uses to share news with the community and supporters and to encourage people to become involved in our activities and events.

Treknow Village Hall also has a dedicated website: www.treknowvillagehall.com

Guidelines

Using Treknow Village Hall's social media channels — appropriate conduct

1. Julie Sandercock and Judith Bower are responsible for setting up and managing *Treknow Village Hall*'s social media channels. Only Julie and Judith will have access to these accounts.
2. Content is checked on a regular basis
3. We ensure Treknow Village Hall's values are considered in what is posted.
4. All social media content has a purpose and a benefit for Treknow Village Hall, and accurately reflects Treknow Village Hall's agreed position.
5. Bring value to our audience(s). Answer their questions, help and engage with them
6. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
8. If others wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to Julie or Judith about this.
9. We do not post content about supporters or service users without their express permission. If we are sharing information about supporters, service users or third party organisations, this content will be clearly labelled so our audiences know it has not come directly from Treknow Village Hall. If using interviews, videos or photos that clearly identify a child or young person, we ensure we have the consent of a parent or guardian before using them on social media.
10. We always check facts. We do not automatically assume that material is accurate and we take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
11. We try to be honest. We say what we know to be true or have a good source for. If we make a mistake, we are not afraid to admit it.
12. We do not offer personal opinions via Treknow Village Hall's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'
13. We understand that It is vital that Treknow Village Hall does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.
14. We do not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.
15. We will not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Treknow Village Hall. This could confuse messaging and brand awareness. By having official social media accounts in place, we can ensure consistency and focus on building a strong following.

16. Treknow Village Hall is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

17. If a complaint is made on Treknow Village Hall's social media channels, advice from the [job title i.e. head of communications] Village Hall Committee will be sought before responding.

If any committee members become aware of any negative comments online, they should speak to the Julie or Judith immediately.

Use of personal social media accounts — appropriate conduct

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

1. The committee should be aware that any information made public could affect how people perceive Treknow Village Hall. You must make it clear when you are speaking for yourself and not on behalf of Treknow Village Hall. If you are using your personal social media accounts to promote and talk about Treknow Village Hall's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent Treknow Village Hall's positions, policies or opinions."
2. 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. When you are using social media sites at work, it is important that you do so safely.
3. 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.
4. We encourage staff to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support Treknow Village Hall and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff to do this as it provides a human voice and raises our profile.

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 we are posting content on social media in a personal capacity, we should not bring Treknow Village Hall into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all staff 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 someone makes in a personal capacity must not breach confidentiality.

Discrimination and harassment

We should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Treknow Village Hall 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

Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

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.

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, we should ensure the online relationship with Treknow Village Hall follows the same rules as the offline 'real-life' relationship.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Treknow Village Hall is not a right but an opportunity, so it must be treated seriously and with respect.