



Kilve Village Hall

Registered Charity – 304569

SOCIAL MEDIA POLICY

POLICY

This policy provides guidance for Trustees (T), Management Committee (MC) and Volunteers (V) use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

PROCEDURES

The following principles apply to professional use of social media on behalf of Kilve Village Hall (KVH) as well as personal use of social media when referencing KVH.

- T, MC & V need to know and adhere to KVH's Code of Conduct, and other KVH policies when using social media in reference to KVH.
- T, MC & V should be aware of the effect their actions may have on their images, as well as KVH's image. The information that people post or publish may be public information for a long time.
- T, MC & V should be aware that KVH may observe content and information made available by them through social media. They should use their best judgment in posting material that is neither inappropriate nor harmful to KVH its T, MC, V or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile environment.
- T, MC & V are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, they should check with other members of MC.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. T, MC & V should refer these inquiries to authorized MC spokespersons.
- If T, MC & V find, encounter a situation while using social media that threatens to become antagonistic, T, MC & V should disengage from the dialogue in a polite manner and seek the advice of MC.
- T, MC & V should get appropriate permission before you refer to or post images of current or former T, MC & V, vendors or suppliers. Additionally, T, MC & V should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use shouldn't interfere with T, MC & V s responsibilities at KVH.
- It is highly recommended that T, MC & V keep KVH related social media accounts separate from personal accounts, if practical.

Policy reviewed annually

Last reviewed: November 2023