

Utterby Village Hall Social Media Policy

Utterby Village Hall (UVH) uses social media to support its goal to develop UVH and promote its use.



Social Media Objectives

- To use social media as a platform to engage with the local community and further afield, to provide information, news, and updates on events, meetings, activities and developments at UVH.
- To showcase local organisations, groups and businesses, that use and support UVH.

The primary platforms for communicating are the UVH website, Facebook, Instagram and Threads.

Content for social media will include Hall information, news, events and details of clubs, organisations and local businesses linked to UVH.

The Secretary will have full control, delegated by the Management Trustees, to manage and upload content to social media channels.

UVH will ensure the Secretary managing social media accounts has the skills and knowledge to use social media appropriately

Password information is restricted to the Secretary and Chair.

UVH has no intention to create private community groups or host discussion forums. Third party content, links to the Hall's website, Facebook, Instagram and Threads, will only be permitted on approval of the Secretary.

Content is reviewed by the Secretary. They are responsible for ensuring content is up-to-date, relevant and appropriate. They are permitted to add or remove content on behalf of the Management Trustees.

Any Management Trustees may ask for content to be added to social media by contacting the Secretary, who will approve and add any information as appropriate.

UVH will ensure that Trustees are kept informed of relevant changes to UK legislation and codes of conduct relating to social media.

In the event of a complaint about social media use or content, the UVH Complaints Procedure will be followed.

The Secretary will be responsible for "hiding" or removing any inappropriate comments or content, or blocking malicious users.

Any abusive messages received will be drawn to the attention of the Chair and may be discussed with the full Committee.

If required, on instruction by the Management Trustees, social media channels can be taken offline, temporarily suspended or closed.

The Management Trustees will decide when an issue is of a nature that requires escalation to the Charity Commission, police or a regulatory body.

LINKED POLICIES

Data Protection Complaints Confidentiality Safeguarding