

LEVENS VILLAGE HALL

(Charity No. 1192940)

Social Media and Electronic Communications Policy

Adopted by the Trustees on:

Next review date: April 2026

1. Purpose

This policy sets out how Levens Village Hall CIO (“the Charity”) and its representatives will use social media responsibly, lawfully, and in a way that supports our charitable aims. It helps protect our reputation, ensure compliance with charity law, and provide clear guidance for trustees, volunteers, and staff.

2. Scope

This policy applies to:

- Trustees of the Charity
- Volunteers acting on behalf of the Village Hall
- Employees or contractors (if applicable)
- Anyone authorised to post content on the Hall’s official social media accounts

It covers all social media platforms including (but not limited to) **Facebook, Instagram, X (Twitter), Nextdoor, Threads, and community forums.**

3. Our Social Media and Electronic Communication Aims

Our social media presence exists to:

- Promote the use and hire of the Village Hall and its facilities
- Share news, events, and community information
- Encourage local engagement and support
- Demonstrate transparency and accountability as a registered charity

We will **not** use social media to promote political views, religious beliefs, or personal opinions unrelated to the Charity’s work.

4. Responsibility and Oversight

- The **Board of Trustees** has overall responsibility for social media governance.
 - The **Communications Team** consisting of David Rogerson, Vanessa Rydeard and Guy Paton manage the official accounts day-to-day.
 - Any new accounts must be approved by the Trustees before creation.
 - Login details for all official accounts must be securely stored and accessible to at least two trustees.
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5. Content Standards

All posts and comments made on behalf of the Village Hall must:

- Be accurate, respectful, and in keeping with our charitable purpose
- Protect personal data and comply with the **UK GDPR and Data Protection Act 2018**
- Respect copyright and intellectual property laws
- Avoid offensive, discriminatory, or defamatory content
- Not include any political campaigning or endorsement of candidates or parties

When sharing photos or videos:

- Obtain consent from identifiable individuals, especially children or vulnerable people
- Use group or event shots where possible
- Avoid tagging individuals without their permission

When sending electronic mailshots

- Every email shot must include a clear, functional **"Unsubscribe" link**.
 - When sending manual group emails, users **must use BCC** (Blind Carbon Copy) to prevent sharing recipient email addresses with the whole group.
 - Where an appointed third party is sending electronic communications on behalf of the Village Hall, at least one Trustee must be included on the circulation list
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6. Personal Use of Social Media

Trustees and volunteers are free to use social media personally, but they should:

- Make it clear when expressing personal opinions that they are not speaking on behalf of the Village Hall
- Refrain from posting negative or confidential information about the Charity or its users
- Uphold the Charity's values and reputation at all times

Example disclaimer:

"Views are my own and not those of Levens Village Hall CIO."

7. Moderation and Interaction

We welcome positive and constructive engagement. However, the Charity reserves the right to:

- Hide or delete comments that are abusive, misleading, spam, or off-topic
- Block or report users who repeatedly breach acceptable use standards

All complaints or concerns raised via social media should be referred to the **Chair of Trustees** or **Secretary** for an appropriate response in line with our **Complaints Policy**.

8. Security and Access

- Passwords must be strong, changed regularly, and shared securely.
 - If an authorised person leaves their role, their access must be revoked immediately.
 - Only approved trustees or volunteers may post on official channels.
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9. Breaches of Policy

Any misuse of social media in breach of this policy may result in:

- Removal of posting rights
 - Disciplinary action (for staff or volunteers)
 - Reporting to the Charity Commission if there is a serious reputational or governance concern
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10. Review

This policy will be reviewed annually by the Trustees to ensure it remains current with legal requirements and good practice.