

Lindridge Parish Hall
Reg. no. 523164
Social Media Policy

1. Lindridge Parish Hall uses social media to support its goal to develop the hall as the centrepiece of parish life and promote the social life of the community.
2. The hall's social media objectives are:
 - To use it as a platform to engage with the community and provide timely information, news, and updates on community events and activities.
 - To showcase local businesses and social groups that provide services and support to Lindridge Parish Hall.
3. The primary platforms for communicating with the community, under the hall's control, are the hall's website and the Facebook page. Content for social media channels will include community news, events, details of clubs and local businesses.
4. The hall has no intention to create private community groups or host discussion forums. Third party content and/or links to the hall's website and Facebook page will only be permitted on approval by the nominated rep.
5. The Chair of Lindridge Parish Hall Management Committee (or rep acting on behalf of the Management Committee) has final approval of any content to be posted on social media channels. The Management Committee will ensure the rep has the skills and knowledge to use social media appropriately. Access is granted to nominated Charity Trustees. Content uploaded to social media channels may be discussed with the Chair, in advance of publication. Password information is restricted to those Trustees granted access.
6. Content is reviewed by Trustees assigned to social media and publicity. They are responsible for ensuring content is up-to-date and relevant; they are permitted to remove content and advise the Management Committee. The Management Committee will ensure that Trustees are apprised of UK legislation and codes of conduct relating to social media.
7. In the event of a complaint, the Chair will respond appropriately and ensure that the policy is complied with.
8. Trustees are aware of their obligations to comply with the Charity Governance Code Edition 2017 in respect of their obligations as a Charity Trustee.
9. In the event of an incident, Trustees responsible for social media and publicity are responsible for ensuring prompt escalation to the full Management Committee. Nominated Trustees will be responsible for removing content. Any abusive message will be drawn to the attention of the Chair and the Chair will provide the appropriate support to the Trustee. In the event of a crisis, channels would be taken offline.

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

10. The Social Media Policy aligns with the following policies published on the Parish Hall website:

Safeguarding Policy

Equal Opportunities Policy

Data Protection and Privacy Policy