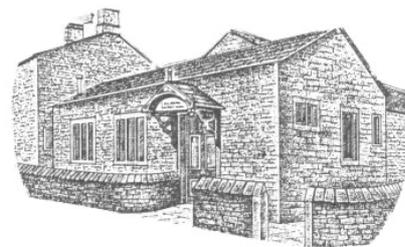


# Kelbrook & Sough Village Hall



## Social Media Policy – Issue 1 - 21<sup>th</sup> February 2026

The aim of this policy is to set out a Code of Practice to provide guidance to committee members and others who engage with the Village Hall using online communications, collectively referred to as social media. Social media is a collective term used to describe methods of publishing on the internet.

### 1.0 Introduction

Social media is a term for websites based on user participation and user-generated content, including social media sites and other sites that are centred on user interaction. This policy is intended to help Village Hall committee members and volunteers make appropriate decisions about the use of social media and to outline Kelbrook and Sough Village Hall's position on various aspects of its use, including the management of comments made by members of the public when using the Village Hall's social media sites.

This policy covers all forms of social media and social networking sites which include (but are not limited to):

- Kelbrook and Sough Village Hall website
- Facebook and other social networking sites
- Twitter and other micro-blogging sites
- Email

### 2.0 How Social Media may be used by Kelbrook and Sough Village Hall

Social media may be used for:

- Engagement with individuals and communities for the promotion of Village Hall activities
- Information specifically agreed to be communicated via social media at meetings

- Advertising events and activities that Kelbrook and Sough Village Hall has organised or co-organised or supports as being beneficial for the community
- Sharing good news stories relevant to the local area
- Announcing new information relevant to people living in or around the Kelbrook and Sough area
- Providing and exchanging information about local services and events
- Support community cohesion, neighbourliness and resilience
- Post or share relevant information from local community groups for community benefit such as information from community associations, community groups, schools, sports clubs, Scouts/Guides and charities

Members should be aware that not all communication through social media requires a response, although an acknowledgement should be made if appropriate. Social media accounts will not necessarily be checked daily and posts will not necessarily be responded to, as these accounts are primarily a tool to pass information on. Though Kelbrook and Sough Village Hall is keen to hear residents views, it will not be able to take comments made on its social media accounts as official comments.

### **3.0 Who is covered by this Policy**

The principles of this policy apply to Village Hall committee members/Trustees and Volunteers (collectively referred to as staff in this policy). All staff are expected to comply with this policy at all times to protect the reputation, privacy, confidentiality and interests of the Village Hall. Volunteers in breach of the policy will result in the Village Hall no longer using their services.

Staff must remember that communications on the internet are permanent and public. All staff member's behaviour on any social media site must be consistent with the behaviour required generally.

### **4.0 Code of Conduct**

When using social media, staff must be mindful of the information they post in both a personal and committee capacity and keep the tone of any comments respectful and informative. They should not post comments that they would not be prepared to make in writing or face-to-face.

When participating in online communication, all staff must:

- Be responsible and respectful, ensuring posts are positive, informative and balanced
- Respect the privacy of other staff and residents
- Keep the tone of comments respectful and informative, never condescending or “loud”
- Seek permission to publish original photos or videos
- Be objective, balanced , informative and accurate

They must not:

- Make false or misleading statements
- Make derogatory, defamatory, discriminatory or offensive comments about any person or post online activity that constitutes bullying or harassment. Language that may be deemed offensive relating in particular to race, sexuality, disability, gender, age or religion or belief should not be published on any social media site.
- Engage in personal attacks, online fights, hostile communications or in any way allow their interaction on websites or blogs to damage their working relationships with others

## **5.0 Managing Social Media Accounts**

The Village Hall committee will allocate up to three admin responsible for posting content on the Village Hall website and social media pages. These can be a mixture of committee members and trusted volunteers. All must read and follow this policy.

They will appoint a moderator to moderate social media output and be responsible for posting and monitoring content to ensure it complies with the Social Media Policy. The member acting as moderator will have authority, without notice or comment, to remove any posts from Village Hall social media pages which are deemed to be of an inflammatory, defamatory or libellous nature. The moderator will also have the authority to block or ban access from an individual or company’s account to the Village Hall’s social media pages.

When participating in online communication, the Village Hall will generally allow posts on its social media pages from members of the public that:

- Are responsible and respectful
- Are objective, balanced, informative and accurate

- Are not direct business advertisements

Posts may be deleted and the holder of an account banned if a comment or post:

- Gives out the personal data of others on social media, including home address and telephone numbers
- Makes intentionally false or misleading statements
- Uses language that may be deemed offensive, in particular relating to race, sexuality, disability, gender, age or religion or belief
- Engages in personal attacks, online fights, and/or hostile communications

The moderator will also be responsible for checking the correct security settings are in place on the social media sites used. All members may assist admin to disseminate information, however all must ensure they follow this policy.

No social media account details may be changed without the permission of the full Village Hall Committee.

This policy will be reviewed on an annual basis.