



Social Media Policy

1) Pant Memorial Institute (known as Pant Memorial Hall) uses social media to promote the hall as a hub of village life and advertise its social events to the local community. There are two main objectives:

- To engage with the community and provide timely information, news, and updates on hall events and activities.
- To advertise the hall's availability for hire.

2) The channels for communicating with the community are the website pantmemorialhall.org.uk and the facebook page, with the latter acting as the 'latest news' feed.

The account on 'X' (formerly Twitter) has been deleted.

Content for social media channels will include items such as events at the hall, news on hall information and changes, calls for trustees and volunteers and local events affecting the hall. The last may include items of local interest such as road closures, transport service changes and weather alerts. It should always be made clear if any such items are not directly connected with the hall.

Hirers running public events at the hall are encouraged to 'tag' the hall facebook feed in their own posts, and such events will be shared to the hall feed whenever possible. Event poster images can also be sent to the facebook page by message or email for sharing. To ensure fairness and manageable content levels, events held elsewhere will not be shared.

The hall facebook feed may also be used to engage with other feeds, e.g. if someone is asking for local venues.

3) Access to the channels is available to any of the charity trustees by request to the committee secretary. At present, the channels are run by the committee secretary, with access also granted to the treasurer and booking secretary. At least two people will always have full access to the channels and knowledge of the relevant passwords. Note that it is necessary to have a personal facebook account to gain access to the hall facebook account.

4) Content uploaded to social media channels is the responsibility of those posting to them. The trustees using the channels are responsible for ensuring content is up to date and relevant, and complies with current legislation.

5) There is no intention to create discussion groups, community forums or engage in comment beyond that directly related to the hall. The comments function on the website is disabled. The trustees may delete facebook comments not related to the hall, or anything that is considered to bring the hall into disrepute. 'Spammers' will be blocked by the trustees.

6) Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Trustees and Volunteers posting content on social media should not bring

Pant Memorial Hall into disrepute by making defamatory comments about individuals or other organisations or groups.

7) Copyright: It is critical that we abide by the laws governing copyright under the Copyright, Designs and Patents Act 1988. We will never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright. Any music added to videos should be out of copyright.

8) Confidentiality: Confidential information such as name, address or telephone number relating to individuals should not be posted online, without obtaining prior consent. The facebook feed is in the name of 'Pant Memorial Hall' – trustees may add their own name if they wish but it is not compulsory to do so. However trustees should note that they are still responsible for the content posted. This includes responses to private facebook messages sent to the facebook feed.

9) Discrimination and harassment: Content should not be posted that could be considered discriminatory against, bullying or harassment of, any individual on Pant Memorial Hall's social media channels.

For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

10) Trustees must be aware of their obligations to comply with the Charity Governance Code Edition 2017 in respect of their obligations as charity trustees.

11) In the event of an incident, those responsible for social media and publicity are responsible for reporting immediately to the full committee. Any unsuitable material will be removed as soon as it is identified. Any abusive message will be drawn to the attention of the Chair and the committee will provide support, as appropriate, to the Trustee. Depending on the severity of an incident, one or more channels may be taken offline. The committee will decide when/if an issue is of a nature that requires escalation to the Charity Commission, police or a regulatory body. In the event of a complaint, the Chair will respond appropriately and ensure compliance with this policy.

All Trustees and volunteers are responsible for compliance with this policy. Any breaches of policy requires the trustees to discuss and agree an appropriate and timely response. If there is uncertainty about whether something posted on social media might breach this policy, advice should be sought from the Chair and agreement with the committee.