



The Friends of All Saints’ Church, Shillington
 Registered Charity Number 1060329

Social Media Policy and Procedures

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Policy

Objectives

The Friends of All Saints' Church, Shillington (The Friends) will use social media for the following purposes: -

- a) To promote The Friends' fundraising events
- b) To invite people to reserve tickets for The Friends' events
- c) To communicate information about projects being undertaken by The Friends

Platforms

For the time being, The Friends will use Facebook only. In future, the Friends Committee may decide to use other platforms, at which time this policy will be updated to reflect any changes.

Moderation

Third Party content will be monitored by The Friends' Social Media Officers (SMOs - see below). They will be responsible for replying to questions and enquiries. If they are not sure how to respond, they will seek advice from the Friends' Chair or Secretary before responding.

Liking, sharing and commenting

SMOs will not routinely like, share or comment on the posts of other organisations or individuals. However, they may choose to: -

- a) Share posts promoting other charity or community events within Shillington Village
- b) Like posts which promote community activity within Shillington Village
- c) Comment on posts in order to correct details or add information regarding community activity within Shillington Village

Procedures

Access and Security

The Friends' Facebook account will be managed by a maximum of 3 members of the Friends' Committee (including ex-officio members). The account will be password protected. Any breach, or suspected breach, of security should be reported, in the first instance, to the other SMOs, who should seek, at the earliest possible opportunity, to rectify the breach. If confirmed, or if further action is required, the breach should also be reported to the Chair.

Posting on the platform

The SMOs should discuss between themselves what is to be posted and by whom. Posts should be limited to matters falling within the scope of the objectives listed above.

Moderating content

SMOs should receive notifications of activity occurring on their posts. Should any adverse comments be received, SMOs are authorised to answer/delete them if they feel comfortable to do so. If in doubt, they should refer the matter to the Chair at the earliest possible opportunity.

Compliance with legislation and codes of conduct

Use of social media is covered by a number of UK laws and social media has no national boundaries, so posts may well be read in other countries. SMOs are responsible for ensuring that posts, comments or material they may share do not contain anything anything that may fall into any of the following categories:

- Harassment – Persistently communicating with somebody who has made clear they do not wish to engage in further communication.
- Menacing behaviour – writing something that may scare someone.
- Threatening behaviour – making someone believe that you were going to hurt them.
- Grossly offensive comments – making deeply unpleasant comments about a sensitive issue.
- Libel - a post is potentially libellous, if it is a false statement and may damage someone's reputation.
- Defamation - users may be sued for defamation, if they post an unsubstantiated rumour about someone.
- Data protection – breaching an individual's right to privacy.
- Copyright – posting material without permission that is owned by another person or organisation.

Training and competence

SMOs are invited to nominate themselves if they feel they have a sufficient level of competence and familiarity with Social Media applications. Should they subsequently feel that this is not, or is no longer, the case, or if it becomes apparent that this is not the case, the Chair will arrange training for SMOs if they wish to continue in the role.

Use of personal social media accounts by individuals

The Friends Committee Members have the right to exercise their freedom of expression within the law in their communications, including when using social media. This includes personally supporting a particular political party or (during an election) a particular candidate, something a charity cannot do. However, trustees should be aware of the potential for content posted by individuals in their personal capacity being associated with the charity.

As such: -

- Committee members, where they are publicly associated with the charity, should take particular care as personal views may be misunderstood as being the charity's view
- Individuals should make clear on their personal social media accounts that their views are their own and not the charity's
- Should any personal social media activity by a member of The Friends' Committee risk bringing the reputation of the Friends into disrepute, they will be, in the first instance, asked to make a public clarification and, if necessary, an apology. Should a further incident occur, the committee will meet to decide whether it is desirable for the person involved to remain on the Committee.
- Where an individual posts or shares material which objectively damages the reputation of the Friends and/or violates relevant legislation, their association with the Friends will be terminated and the incident(s) referred to the relevant authorities (see Serious Incidents and Reporting, below)

Links to other policies

This policy is linked to the Friends' Safeguarding, Serious Incident Reporting, Political Campaigns Activity, Complaints and Bullying and Harassment policies

Specifically: -

- All posts, and particularly any images included, should be carefully produced in order to comply with Safeguarding guidelines. Permission should be sought before posting images of identifiable individuals.
- All posts should be within the scope of The Friends social media objectives referred to above and should be absent of any political content and/or be politically neutral
- SMOs should be careful to ensure that posts, and associated images, contain nothing that could demean the dignity of others. This could relate to age, gender, race, disability, religion, belief, sexuality, nationality or any personal characteristic of the individual

Serious incidents and reporting

If a serious incident is noticed or reported to the SMOs, they should consult with the Chair to see if further action is required. Depending on the nature of the incident, this might be making a report to the police and/or reporting the matter to the Charity Commission: -

<https://www.gov.uk/guidance/how-to-report-a-serious-incident-in-your-charity>

This would include: -

- Evidence that a criminal act has taken place or is in progress (if still in progress, an emergency call to the Police would be indicated)
- Incidence of 'hate speech' appearing relating to one of The Friends' posts
- Information evidencing or implying impropriety in the Friends' activities or use of social media
- Sharing or publicising personal information in contradiction of GDPR regulations

This list is not exhaustive. Further guidance can be found here: - [How to report a serious incident in your charity - GOV.UK \(www.gov.uk\)](#)

Risk assessment

Given the limited use and scope of social media by the Friends' it is considered highly unlikely that such activity would lead to any risks, either personal, financial or reputational. However, the impact of any serious incidents (as referred to above) could be very significant.

As such, SMOs are encouraged to carefully word each post and to carefully consider each 'share' and 'like' to ensure they fall within the scope of The Friends objectives set out above.

If in any doubt, they should consult with other SMOs and/or the Chair before posting.

Nominated SMOs

The Friends' current nominated SMOs are: -

Jackie Fletcher (Membership Secretary)

Joy Robertson (ex-officio committee member – events management)

Andy Gibbs (Chair)

Policy review

This Policy was agreed by the Committee of the Friends on 18 September 2024. It will be reviewed if any matters come to light requiring a change and/or triennially.

Date of review	Note of charges	Signed by the Chair
18.09.2024	First iteration	
30.09.2027		
20.09.2030		