

Social Media Policy

1. Introduction

Collings Park Trust (CPT) aims to use social media as a means of communication and accessibility, providing information within the organisation and to the community. It is important that use of social media is controlled and conducted in ways that adhere to and represent CPT's values and approach: as an organisation CPT has to take responsibility for all information and communication in its name.

Use of social media on behalf of CPT should:

- be by designated people only, they being people agreed by the management committee as having the role and authority to use social media on CPT's behalf
- consist of messages that are not personal but that represent information and plans of the Board of Trustees and / or management committee
- ensure at all times that CPT and its members are not brought into disrepute.

CPT accepts that members will liaise about, discuss and mention CPT in their communications in many ways and for many reasons. Therefore this policy applies to all members as it contains guidelines about communication, generally, including email.

2. Context and practice

- Confidentiality applies when using social media and other forms of communication; personal details about members or others should not be shared or comments made.
- There are applicable legal rules which members should be aware of, including that they may be found liable if sending or forwarding communication that is libellous, racist, confidential, etc. or that contains a virus.

Members should adhere to the following basic rules when communicating via email and social media with relation to CPT:

- Always ensure that the communication reflects fairly and well on CPT
- Do not forward chain e-mails or messages, except where not doing so would compromise the value of the communication
- When sending large attachments (e.g. 1 MB or more), ensure where possible that they have been compressed and are relevant to all those to whom they are sent: blocking the inboxes of supporters may not be appreciated
- There is no sharing of material which may cause harassment or needless annoyance, inconvenience or anxiety to another; or which may breach copyright rules.

3. Social networking

There are some specific considerations relating to social networking:

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- CPT accepts that social networking is in people's own time and at their own discretion
- However, members should not in any way compromise the reputation of CPT, its members or partners
- Members must be aware of, have read and abide by CPT's policies on Data Protection and Confidentiality
- Members should therefore be aware and mindful of their own and others' privacy and reputations.
- As noted above, CPT aims to have designated leads on specific types of social media: Facebook and Twitter, in particular. These leads operate on behalf of the Trust.
- The Facebook lead role will include weekly editing of old posts, keeping posts that are still relevant and deleting posts that are no longer relevant.

4. Website

CPT has developed and will maintain a website (collingsparktrust.org) that:

- has information on CPT as a charity
- provides access to relevant, key policies
- addresses membership / joining
- includes contact details

Third party support will be secured for the initial set-up of the website and ongoing technical maintenance and development, but a website coordinator will be appointed from within the membership of CPT. This coordinator will have responsibility and authority to run the site on behalf of the Trust and in line with its aims and policies.

5. Sanctions

There is no expectation that any form of sanction will be required over social media and communication; CPT is a community organisation operating for the benefit of local people and with enormous goodwill. However, members are required to adhere to this policy, for their own and the Trust's benefit.

6. Other relevant policies

- CPT Data Protection Policy
- CPT Data Protection Procedures
- CPT Privacy Notice
- CPT Confidentiality Procedure
- CPT Health and Safety Procedure

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