



Boddington Village Hall

Social Media Policy and Procedures

1. Purpose and Principles

Boddington Village Hall recognises that social media provides valuable opportunities to promote the work of the Hall, engage with the local community, and communicate effectively with trustees, volunteers, hall users, and the wider public.

However, the use of social media also carries risks to the reputation, safeguarding responsibilities, and effective governance of the organisation. This policy sets out the standards and procedures for the appropriate, responsible, and lawful use of social media in connection with Boddington Village Hall.

This policy is intended to support compliance with Charity Commission guidance on good governance, safeguarding of individuals connected to charities, data protection, and the management of reputational risk.

2. Scope of the Policy

This policy applies to all individuals associated with Boddington Village Hall, including but not limited to:

- Trustees of Boddington Village Hall
- Volunteers and helpers
- Contractors acting on behalf of the Hall
- Individuals authorised to manage or contribute to the Hall's social media accounts

The policy covers:

- Official social media accounts operated in the name of Boddington Village Hall
- Personal social media use where it refers to or could reasonably be associated with Boddington Village Hall
- Online communications relating to the Hall, its activities, trustees, volunteers, or hall users

3. Definition of Social Media

For the purposes of this policy, social media includes (but is not limited to):

- Facebook
- Instagram
- Twitter/X
- WhatsApp groups

- Community forums
- Blogs or websites
- Online review platforms

Any other digital platform that allows public or group communication

4. Official Social Media Accounts

Only social media accounts that have been formally approved by the Trustees may be operated in the name of Boddington Village Hall.

All official accounts must:

- Clearly state that they are operated on behalf of Boddington Village Hall
- Be registered using an official Hall email address where possible
- Have at least two authorised administrators, one of whom must be a Trustee
- Be accessible to the Chair of Trustees upon request

The Trustees retain overall responsibility for the content and management of official social media accounts.

5. Standards of Conduct in Social Media Use

All individuals using social media in connection with Boddington Village Hall must:

- Act with honesty, integrity, and professionalism
- Treat others with respect and courtesy
- Avoid offensive, discriminatory, or inflammatory language
- Refrain from bullying, harassment, or intimidation
- Not disclose confidential or sensitive information
- Not make defamatory or misleading statements about individuals or organisations
- Not share content that could bring the Hall into disrepute
- Comply with data protection legislation and safeguarding responsibilities

6. Posting and Content Guidelines

When posting on official Boddington Village Hall social media accounts, authorised individuals must ensure that content:

- Is accurate, appropriate, and relevant to the Hall's charitable purposes
- Does not contain personal data without explicit consent
- Does not include images of children or vulnerable adults without written consent
- Does not endorse political parties or candidates
- Does not promote personal businesses unless directly relevant to a Hall event
- Does not include offensive, discriminatory, or inappropriate material
- Where photographs or videos are used, appropriate permissions must be obtained and recorded in accordance with the Hall's safeguarding and data protection arrangements.

7. Responding to Comments and Messages

All comments and messages received on official social media platforms should be handled professionally and respectfully.

- Authorised administrators should:
- Respond politely and factually
- Avoid engaging in heated or argumentative exchanges
- Escalate any complaints, safeguarding concerns, or serious issues to the Trustees
- Not delete comments unless they breach this policy (e.g., offensive, defamatory, or abusive content)
- Where comments are removed, a record should be kept of the reason for removal.

8. Personal Use of Social Media

Individuals associated with Boddington Village Hall may use personal social media accounts freely; however, they must not:

- Claim to speak on behalf of the Hall unless authorised
- Post confidential or sensitive information about the Hall
- Make defamatory or damaging comments about Trustees, volunteers, or hall users
- Share internal disputes or complaints publicly
- Use personal accounts in a way that could reasonably be perceived as representing the Hall
- If individuals identify themselves as being associated with Boddington Village Hall online, they must act in accordance with this policy.

9. Safeguarding and Data Protection

Boddington Village Hall has a duty to protect the safety and privacy of all individuals connected with the Hall.

- In relation to social media use:
- No personal contact details of individuals should be shared publicly
- Images of children or vulnerable adults must only be used with written consent
- Any safeguarding concerns arising from online interactions must be reported immediately to the Trustees
- Personal data must be handled in accordance with relevant data protection legislation

10. Complaints and Breaches of This Policy

Any concerns or complaints regarding the use of social media in connection with Boddington Village Hall should be raised in accordance with the Hall's Complaints Policy.

- Breaches of this policy may result in:
- Removal of social media posting privileges
- Formal review by the Trustees
- Further action in line with the Complaints Policy or Trustee Code of Conduct
- In serious cases, restriction of involvement with the Hall

11. Monitoring and Review

The Trustees will monitor the use of official social media accounts to ensure compliance with this policy.

This policy shall be reviewed:

- At least every two years, or
- Sooner if required due to changes in legislation, Charity Commission guidance, or social media platforms

Approved 4 Feb 2026

A handwritten signature in black ink, appearing to read 'Caroline Sheers', with a horizontal line underneath the name.

Signed

Caroline Sheers, Chairman Boddington Village Hall Committee