

# Umberleigh Village Hall

## *Bringing the community together*

### SOCIAL MEDIA POLICY AND PROCEDURES

Umberleigh Village Hall has a clear and comprehensive social media policy to help our online presence responsibly. By defining guidelines for content creation, interaction, privacy, and security, the policy ensures that Umberleigh Village Hall engages with its community in a positive and professional manner in line with its Constitution.

Setting clear procedures helps prevent potential issues and maintains the reputation of the Village Hall, while fostering a positive and inclusive environment.

#### INTRODUCTION

This policy outlines the acceptable use of social media platforms for promoting the village hall, communicating with the community, and enhancing engagement. It applies to all users involved in managing social media accounts, including Trustees, volunteers, and any community members involved in online promotions.

#### OBJECTIVES OF SOCIAL MEDIA

- To promote village hall events, services, and activities in a positive and engaging manner.
- To maintain a professional, respectful, and inclusive online presence.
- To protect the reputation of the village hall and ensure privacy and safety.
- To encourage community engagement and interaction in a safe and appropriate manner.

#### CONTENT GUIDELINES

- **Respectful and Professional:** All content will be respectful, professional, and reflect the values of Umberleigh Village Hall. Content will not include offensive language or discriminatory
- **Accurate Information:** All information shared will be checked to ensure that it is accurate, up-to-date, and relevant. Errors will promptly be corrected if misinformation is posted.
- **Copyright:** Only content will be shared (images, videos, music, etc.) where there is permission to use. Acknowledgement will be given to the source of third-party content where applicable.
- **Privacy:** Consent will be obtained before any images, videos, or personal information of individuals, especially for minors, are posted and adherence to privacy laws will be enforced.

#### COMMUNITY ENGAGEMENT

- **Positive Interaction:** Social media will encourage positive, inclusive, and respectful interactions within the community. Comments, questions, and messages will be responded to in a timely manner, without engaging in arguments or negative interactions.
- **Moderation:** All posts and comments will be moderated to prevent the spread of offensive or inappropriate content. Umberleigh Village Hall reserves the right to delete comments that violate the policy, block users who are disruptive, or report abusive behaviour.
- **Encouraging Participation:** Community members are encouraged to share their experiences at Umberleigh Village Hall, including testimonials, photos, and event feedback, while ensuring adherence to the privacy policy.

#### SECURITY AND PRIVACY

- **Secure Access:** Social media accounts should be secured with strong passwords and two-factor authentication, where available.
- **Personal Information:** Sensitive or personal information about Umberleigh Village Hall,

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Trustees, volunteers, or patrons will not be shared without their consent to ensure compliance with data protection regulations (such as GDPR).

- **Monitoring:** Social media accounts will be regularly monitored for suspicious activity, inappropriate content, or security breaches.

## **FREQUENCY OF POSTING**

- **Regular Updates:** There will be regular posts to keep the community informed about upcoming events, services, and news related to Umberleigh Village Hall
- **Event Promotion:** Social media will be used to promote events without excessive posting that may overwhelm followers.
- **Timing:** Posts will be mindfully published, to consider the target audience's online activity times (e.g., evenings or weekends).

## **ADVERTISING AND SPONSORSHIP**

- **Paid Promotions:** If using paid promotions or advertisements, they will be disclosed clearly (e.g., "Sponsored Post").
- **Sponsorship:** Sponsorships or collaborations will only be accepted that align with Umberleigh Village Hall values and mission.

## **POLICY VIOLATIONS**

- **Enforcement:** Violations of the social media policy (e.g., inappropriate content, breach of privacy, etc.) may result in disciplinary action, including revocation of social media access or other actions as determined by the Umberleigh Village Hall Management Committee.
- **Appeal Process:** Users may appeal decisions regarding content removal or access restrictions by contacting the Umberleigh Village Hall Secretary.

## **ACCOUNT SETUP AND MANAGEMENT**

- **Account Creation:** New social media accounts must be clearly identifiable as official accounts for Umberleigh Village Hall and include a bio/description with the village hall's contact details, website link, and hours of operation.
- **Account Access:** A list of authorized users will be established and accounts managed access through a secure platform.
- **Training:** Where necessary training will be provided for all authorised users on social media guidelines, privacy laws, and content creation tools.

## **CONTENT CREATION AND POSTING**

- **Content Calendar:** Where appropriate Umberleigh Village Hall will develop a content calendar to schedule posts related to village hall events, important dates, and updates.
- **Approval Process:** In some cases, posts may require approval by the Umberleigh Village Hall Management Committee before being published.
- **Hashtags and Keywords:** Relevant hashtags and keywords will be used to increase visibility for example local tags like #VillageHallEvents, #CommunityBuilding, etc.

## **INTERACTION WITH FOLLOWERS**

- **Responding to Messages and Comments:** Umberleigh Village Hall will respond promptly to direct messages and comments. Aiming for a response time of 48 - 72 hours.
- **Conflict Resolution:** In cases of conflict or negative comments, follow an established protocol to resolve the situation without escalating the issue.

## **REVIEW AND REPORTING**

- **Analytics:** Umberleigh Village Hall may review the performance of social media posts using platform analytics to measure engagement and identify the most popular content.

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This policy and procedure will be made available on the Umberleigh Village Hall website.

<b>Approved: 21 January 2026</b>	<b>By: Trustees Committee Meeting</b>
<b>Review date: January 2027</b>	<b>By:</b>