

Ashcott Coronation Playing Fields Social Media Policy

Policy dated: October 2022. Review date: October 2024

Our contact details:

Name: Ashcott Coronation Playing Fields committee

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1. ACPF committee uses social media to support its goal to develop the pavilion and playing fields as the centrepiece of village life and promote the social life of the community.
2. The Trust's social media objectives are:
 - – To use it as a platform to engage with the community and provide timely information, news, and updates on community events and activities.
 - – To showcase local businesses and social groups that provide services and support to ACPF.
3. The primary platforms for communicating with the community, under the Trust's control, are the Playing Fields website, What's On, Ashcott village Facebook page as well as ACPF facebook page. Content for social media channels will include community news, events, details of clubs and local businesses.
4. The Trust has no intention to create private community groups or host discussion forums. Third party content and/or links to the Trust's website and Facebook page will only be permitted on approval of the Board of Trustees.
5. The Chair of ACPF has final approval of any content to be posted on social media channels. The Trust will ensure Trustees have the skills and knowledge to use social media appropriately. Access is granted to nominated charity trustees. Content uploaded to social media channels

will be shared with Trustees in advance of publication. Password information is restricted to those trustees granted access.

6. Content is reviewed by Trustees assigned to social media and publicity. They are responsible for ensuring content is up-to-date and relevant; they are permitted to remove content and advise the Board of Trustees. The Trust will ensure that Trustees are apprised of UK legislation and codes of conduct relating to social media.
7. In the event of a complaint, the Chair will respond appropriately and ensure that the policy is complied with.
8. Trustees are aware of their obligations to comply with the Charity Governance Code Edition 2017 in respect of their obligations as a charity trustee.
9. In the event of an incident, Trustees responsible for social media and publicity are responsible for ensuring prompt escalation to the full Board. Nominated Trustees will be responsible for removing content. Any abusive message will be drawn to the attention of the Chair and the Chair will provide the appropriate support to the Trustee. In the event of a crisis channels would be taken offline. The Board of Trustees will decide when/if an issue is of a nature that requires escalation to the Charity Commission, police or a regulatory body.
10. The social media policy aligns with the following policies published on the Ashcott Coronation Playing Fields website:

Safeguarding / Conflict of Interest / Serious incident reporting / Health & Safety and Privacy