NORWOOD SOCIETY SOCIAL MEDIA POLICY Registered Charity: 285547

The Norwood Society embraces the responsible use of social media to advertise its activities, communicate and build relationships with Society members, the general public and other organisations including Local Government. The Society recognises the open and ever-changing purposes of social media, which can blend, at times, personal and Society roles. The Society's values and behaviours are part of the Society's identity and how this is represented in all forms of engagement is critical to this identity. This should be reflected in how we engage publicly in our social media channels.

AIMS:

1) To ensure the best practice use of social media by the Society's Trustees, Executive Committee members and ordinary members
2) To avoid the transmission of content which may be inflammatory, offensive, harassing or incur liability
3) To rectify any content which does not meet with the Society's aims

OBJECTIVES - TO:

1) Inform members, the general public, other Societies or groups and Local Government the activities of the Society
2) Ensure all posts to the Society's social media channels are appropriate, especially for young viewers and avoid offensive, harassing, defamatory or content which may incur liability
3) Ensure the Society's social media channels will be managed by people expressly approved by the Executive Committee
4) Ensure the Society's social media managers will ensure that content they post is appropriate and follows the guidelines set out in this policy
5) Ensure the Society's social media managers avoid allowing personal views and beliefs to appear or influence content on the Society's social media channels
6) Ensure the Society's social media managers regularly monitor third party posts for inappropriate content and remove such content when it is deemed necessary
7) Ensure links posted on the Society's social media channels do not lead to harmful or inappropriate content
8) Ensure the Society's social media managers block, remove or report any persons posting content which does not meet the standards of the Society or harm its reputation
9) Ensure the Society's social media managers report any content that they consider harms the Society's values and reputation to the Society Chair and or Trustees for further guidance

This policy should be read in conjunction with all other Norwood Society policies and in view of the rapidly changing nature of social media be reviewed annually by the Executive Committee.

Adopted: Stuart Hibberd, Chair:_____ Date:_____

Revised Dec 2024