

## HEA Social Media Policy

This social media policy has been developed and approved by trustees at the 14<sup>th</sup> June 2024 trustees meeting. It provides a guide and a set of standards for trustees, directors, staff and volunteers in using social media channels to promote the Association.

### INTRODUCTION

- The Association can create and share content including words, images and video content with a global audience in order to promote itself. It can share information and knowledge to promote heritage crafts and therefore itself.
- Social Media forms a key part of the communications and engagement strategy of the Association with members, sponsors, patrons, trainees and members of the wider public.
- Social Media is also used to promote and fundraise for the Association including the sale of training courses and the recruitment of patrons and sponsors.
- Platforms that the Association is already engaged with include:
  - Facebook: <https://www.facebook.com/handengravers/>
  - Instagram: <https://www.instagram.com/handengravers/?hl=en>
  - LinkedIn:
  - Twitter/X:
  - with potential to use TikTok at a later date.
- In September 2023, the Charities Commission published updated guidance on the use of Social Media (both internally and externally) and highlighted the risks and legal duties of Trustees.

### SOCIAL MEDIA GUIDELINES

Social Media guidelines for trustees, staff and volunteers have been created to outline what is relevant to the Association and to content creators & managers personally. All interactions should be reflective of the 'voice' of the Association. This includes any content which could have an impact on the reputation of the Association including:

- I. No "harmful" content which would cause distress.
- II. Any content which is deemed inconsistent to the Associations' purpose or objectives.
- III. For any personal posts about the Association, it should be made clear that personal views are not representative of the Association.
- IV. Not in the Associations' best interests.
- V. In breach of the law.
- VI. All posts must comply with relevant laws including but not limited to GDPR, privacy, copyright, defamation and equality laws.

## **SOCIAL MEDIA ENGAGEMENT**

All areas of the normal day-to-day running of the Association can be posted on all Social Media channels although all posts should be relevant, beneficial and bring value to both the Association and the end consumer of the post.

As the Association is small and limited to hand engraving, there are areas which typically fall outside of the remit of the Association which are considered below:

- Do we moderate comments??
  - It is not deemed possible to moderate comments unless for a specific project/course/event which will be decided upon from time to time.
- Do we respond to questions??
  - In general, questions will be responded to about events and courses as and when appropriate.
  - There could be potential to create training course community groups which could assist students with post-course questions. This will be addressed at a later date once appropriate staffing has been agreed.
- How do we address any criticisms??
  - It may be deemed appropriate to address any criticisms on a case by case basis following trustee discussions.
- Are we providing Third Party Content??
  - There is currently no intention to provide Third Party Content other than reciprocal links to sponsors etc.

## **SOCIAL MEDIA MANAGEMENT**

- The Trustees have created a Social Media Team (SMT) and have nominated Megan Rigby, J-P Daeschler, Sally Dodson and Lucinda Rowe as the team members at a meeting of the Trustees on 10<sup>th</sup> April 2024. The SMT will hold the account passwords to all Social Media channels and will be responsible for publishing and managing all posts. All other trustees can write and submit content on an ongoing basis to the SMT for posting.
- All posts should be reviewed for misspellings, grammatical errors and the quality of any images before they are posted.
- Where any third parties are captured in interviews (voice, text and video), training course photos or engraving videos, express permission should be gained for the use of names and images and, in the case of under 18's and vulnerable young people & adults, written permission should be obtained from a parent or guardian for the distribution of the name/image before they are posted.
- The SMT are authorised to post routine information and announcements on Association work on all channels without further authorisation. Any major, high profile announcements require the approval of a quorum of Trustees.
- Sally Dodson (or Lucinda Rowe in absence) has been appointed as responsible for moderating content (if any), amending and/or deleting any content (if necessary) and dealing with Social Media channels in a crisis.
- Rules on meeting the rules, laws and interactions with vulnerable young people and adults is as per the Vulnerable Young People & Adults Policy.

- The Association will take a ‘common sense’ approach as the use of Social Media will mainly focus on the work of the Association and nothing else.
- The Association is not a political organisation, nor is it politically aligned so no political statements should be made and comments about arts & crafts funding from government of any persuasion should be kept to an absolute minimum.
- Policy on responding to complaints will be included in the Association Complaints Procedure:
  - As Social Media is immediate and fast moving, complaints should be responded within 3 business days of receipt, addressed within a further 3 business days and, if not possible, escalated and closed within 14 business days.
  - Guidance on how/when/if to respond to criticism, complaints or abusive messages on Social Media will be managed by Sally Dodson who will either deal with the issue or escalate it to Trustees for crisis management.
    - Arrange a call for the Social Media Team, plus additional Trustees where appropriate and available, to assess the response, communications plan, damage limitation options and reporting of serious incidents to the Police and/or Charities Commission where appropriate.
- A higher level of oversight (and potentially a risk assessment) will be applied where vulnerable individuals are likely consumers of specific content as an example via a closed training course community group (see Vulnerable Young People & Adults Policy).
- Breaches of Social Media Policy, guidance, reporting and the escalation procedures for alerting Trustees will be agreed by the SMT. They will lead, with other Trustees where available, the creation of a remediation plan. In the event of a problem, they will carry out an assessment and suggest courses of action (such as the removal of reciprocal links to partners and any links to personal accounts which should be blocked immediately).
- It is deemed unnecessary to monitor partner/sponsor organisations’ Social Media channels but if anyone becomes aware of alarming content then it should be escalated to the SMT and the site blocked or, in the extreme instance reported to the police.
- Any contracts or partnership agreements should include appropriate expectations on behaviour on Social Media channels.
- All Social Media posts should comply with the Charity Commission’s Code of Fundraising Practice.
- The SMT should alert the Trustees to any fake Social Media accounts and report them, where deemed necessary, to the National Cyber Security Centre.

## **SOCIAL MEDIA POLICY**

This Social Media Policy will be included in the induction package for all new staff, trustees and volunteers.

In light of new Social Media channels being developed, and especially in light of advances in AI, this policy should be reviewed and updated (if necessary) annually at the AGM and always following an incident being reported.