



## External Communications, Social Media Policy, and Protocols

This is the Social Media Policy and Protocols for **The Friends of King Henry's Walk Garden**.

Trustees are responsible for agreeing and putting in place a social media policy and ensuring the policy is regularly reviewed to ensure it is operating as intended.

The policy will help trustees ensure that social media

- helps us deliver our charity's purpose
- is lawful and remains within guidelines on charity political activity and campaigning
- does not create any reputational risks

The policy is intended to provide the guidance needed so that everyone can be more confident about why and how we use social media.

This policy **sets out our objectives for social media and how we will use social media to meet these objectives**, with regard to the platforms we use, and how we will engage with the public to post contents, share other contents and moderate comments. The policy **sets out roles and responsibilities and expectations on those posting on social media** on behalf of the charity. It sets out the **main legislation governing this policy, how the policy relates to other charity policies and what we will do if there if any issues arise**.

Policy issue	Details
<p><b>Objectives of using social media</b></p>	<p>The social media objectives support the charity objectives which are to:</p> <ul style="list-style-type: none"> <li>● improve the conditions of life for local people in the interests of social welfare by providing facilities for recreation and leisure activities, and by advancing education</li> <li>● to manage community gardens for recreation and education of local people</li> <li>● to act as a resource for young people up to the age of 25 by providing assistance and organising activities to develop their skills and capabilities</li> </ul> <p>Social media is used solely to advance these objectives by:</p> <ul style="list-style-type: none"> <li>● promoting visits to the garden and attendance at events and activities</li> <li>● securing support from the local community, funders, volunteers and stakeholders</li> <li>● creating connections with a community of practice for gardening and sustainability</li> </ul>

	<p>Social media activity will achieve this by directly promoting the garden and activities and also by creating a sense of community and interest in the garden.</p> <p>Content will seek to reflect the demographic diversity of the local community in all respects.</p> <p>Social media complements other forms of communication, primarily the newsletter and e-fliers that go to a distribution list of about 500 contacts and word of mouth.</p> <p>We are looking for maintaining a targeted group of followers who support the above objectives, rather than just increasing the net number of followers.</p>
<p><b>The platforms we use</b></p>	<p>The following platforms are currently used by the garden and this protocol would apply to other communications:</p> <ul style="list-style-type: none"> <li>• Instagram</li> <li>• Facebook</li> <li>• Twitter</li> <li>• Next door</li> </ul> <p>We are operating in a dynamic and shifting context in regards to social media, with platforms and their audiences and their behaviour changing, and we will need to keep under review every quarter which accounts we have and how we use them.</p>
<p><b>Who can post day-to-day content, and about what</b></p>	<p>Those with designated roles in posting to social media will post day to day contents, without needing approval of posts. The following is the type of contents we expect to be posted:</p> <ul style="list-style-type: none"> <li>• <b>To maximise support:</b> <ul style="list-style-type: none"> <li>- Photos of the garden flora and fauna - <b>showing the wildlife and biodiversity</b></li> <li>- People using the garden - <b>bringing to life how the garden is being used on a day to day basis</b></li> </ul> </li> <li>• <b>To maximise support and attendance:</b> <ul style="list-style-type: none"> <li>- Information and details about events being run at the garden</li> <li>- Details of what happened at events, to create a sense of community and encourage attendance at future events.</li> </ul> </li> </ul> <p>Contents will be factual and will not share subjective opinions- eg about a current event or person in the public eye.</p> <p>Contents should respect privacy. We will ask parent permission to post photos of children under 18 and respect anyone else's who asks not to be photographed or featured on social media. This is in line with our safeguarding policy and communicated in messages on our noticeboard outside the garden.</p>

<b>Interaction and moderation</b> <b>Moderating third party content</b> <b>Responding to comments</b>	<p>We will remove comments which is offensive or promotes hate, is illegal, spam, puts charity reputation at risk, is defamatory or libellous or unlawful in any way.</p> <p>We will generally only respond to comments which ask for practical information related to the post.</p>
<b>Sharing other contents</b>	<p>We will not generally share information about other organisations unless it strongly supports garden objectives.</p> <p>The Garden Classroom (TGC) is a key partner who run activities for schools and members of the community in the garden all year and their activities will be proactively promoted as their work is key to delivering garden objectives.</p>
<b>Commenting on wider issues or events</b>	<p>We will not post comments on wider issues or national events unrelated to the garden in line with garden policy.</p>
<b>Encouraging others to share contents</b>	<p>We encourage members and organisations with social missions to tag us. We will remove or report tagging that is linked to commercial promotion, political objectives or in any way breaches garden policy.</p> <p>We may ask to be tagged as part of promoting specific events eg Winter Fair, with signs, containing details of garden Instagram or twitter handles, for example.</p>
<b>Oversight and controls and roles</b>	
<b>Access to accounts and social media security</b>	<p>Access to accounts will be limited to the people who have designated roles to post contents or provide oversight of contents.</p>
<b>Approval</b>	<p>Any contents outside of the type of contents outlined above will require approval by chair.</p>
<b>Reviewing and moderating comments.</b>	<p>The volunteers managing the Instagram account will moderate comments and will bring any concerns to the attention of the Chair.</p> <p>The management committee will periodically review contents to ensure engagement with the garden's social media by audiences is appropriate.</p>
<b>Fundraising</b>	<p>Any online fundraising appeal will need to be developed and signed off by chair, treasurer and secretary to ensure that it complies with with legal requirements (see <a href="#">Charity fundraising: a guide to trustee duties (CC20)</a>)</p>
<b>Required conduct for those managing the account</b>	
<b>Compliance with relevant laws and</b>	<p>No contents should be posted that is:</p> <ul style="list-style-type: none"> <li>harmful. The UK Safer Internet Centre defines harmful content as anything online which causes a person distress or harm</li> </ul>

<p><b>any codes of conduct</b></p>	<ul style="list-style-type: none"> <li>● inconsistent with your charity’s purpose</li> <li>● not in your charity’s best interests</li> <li>● in breach of the law</li> <li>● The relevant legal regulations are:</li> <li>● UK GDPR rules on publishing personal information or data – the Information Commissioners Office (ICO) provides guidance and resources</li> <li>● privacy (misusing private information or intruding on a person’s right to privacy) -</li> <li>● copyright law - using other people’s images or artwork on social media. The Intellectual Property Office provides guidance on the use of digital images and photography</li> <li>● defamation law</li> <li>● whistleblower protection</li> <li>● equality and human rights including discrimination, victimisation, harassment, and freedom of expression</li> <li>● Publishing certain content can result in a criminal offence, which is a police matter.</li> </ul>
<p><b>Campaigning and political activity</b></p>	<p>Although charities have a right to campaign and take part in political activity supports their purpose, charities must also remain independent and must not give their support to a political party. Furthermore, campaigning and political activity by charities are subject to additional rules, set out in <a href="#">our guidance on campaigning and political activity</a>.</p> <p>We will not use social media to campaign or undertake political activity of any description. This includes posting information about a petition or lobbying campaign.</p>
<p><b>Safeguarding children/ privacy</b></p>	<p>We will be mindful of safeguarding and our safeguarding policies when posting on social media in the following ways:  Images of the public- we will ask for consent for any photos of people to be taken and ask for parental consent for any photos of children, and respect privacy if anyone asks to not be included in a photo.  Language will be respectful in particular of children and vulnerable adults.</p>
<p><b>Risks</b></p>	<p>The main risks are that content is posted that:</p> <ul style="list-style-type: none"> <li>● causes a person distress or harm</li> <li>● is inconsistent with our purpose</li> <li>● is not in the charity’s best interests</li> <li>● Is political or lobbying material</li> <li>● Adversely impacts the reputation of the charity</li> <li>● Is in breach of the law</li> <li>● Generates complaints or contested responses</li> </ul> <p>This could happen because someone posting content is acting outside of the expectations of trustees, does not understand the legal frameworks,</p>

	<p>has not judged reputational risk or how something might be received or blurs personal and organisational identities.</p> <p>This policy aims to address these risks.</p>
<b>Review of policy and adherence to policy</b>	The policy will be reviewed every two years.
<b>Relationship to other policies</b>	
<b>How this policy interacts with other policies and processes.</b>	<p>This policy takes account of the following policies:</p> <ul style="list-style-type: none"> <li>• <a href="#">Code of Conduct</a></li> <li>• <a href="#">Conflict of Interest</a></li> <li>• <a href="#">Equality, Diversity &amp; Inclusion</a></li> <li>• <a href="#">Privacy</a></li> <li>• <a href="#">Safeguarding</a></li> </ul>
<b>The charity's guidelines on personal social media use by trustees, employees or volunteers</b>	Individuals should make clear on their personal social media accounts that their views are their own
<b>Responding to incidents</b>	
<b>When trustees need to intervene</b>	<ul style="list-style-type: none"> <li>• where there has been an apparent breach of the law, the charity should act immediately including by deleting or removing the content if that is possible and reporting the matter to the police or other relevant body, if required. You should be clear about how the breach took place and respond in line with your social media and/or HR policies</li> <li>• think about whether you need to take corrective action including making public statements. It may be reasonable not to make such statements but you should balance that against any risks of not doing so.</li> <li>• where the breach involved a trustee, you must <a href="#">manage any conflict of interest</a>. For example, by asking the trustee involved to leave the meeting where you decide your response</li> <li>• consider whether to report an incident to the Commission if it has caused significant harm or loss to your charity or the people it helps. Find out more about what we mean by significant harm or loss and about <a href="#">reporting serious incidents</a></li> </ul>

## Roles

Platform	Facebook	Twitter	Instagram	Posts to other Facebook groups / next door
<p><b>What goes on which platform</b></p>	<p><b>To maximise support and attendance:</b> Information and details about events being run at the garden</p>	<p><b>To maximise support and attendance:</b> Information and details about events being run at the garden</p>	<p>Photos of the garden flora and fauna - <b>showing the wildlife and biodiversity</b> People using the garden - <b>bringing to life how the garden is being used on a day-to-day basis</b> <b>To maximise support and attendance:</b> Information and details about events being run at the garden Details of what happened at events, to create a sense of community and encourage attendance at future events.</p>	<p><b>To maximise support and attendance:</b> Information and details about events being run at the garden</p>