

CHRISTCHURCH FOOD FESTIVAL EDUCATION TRUST
GUIDANCE FOR THE USE OF SOCIAL MEDIA

This guidance is for Christchurch Food Festival Education Trust (CFFET) Trustees and representatives of CFFET when using social media.

Purpose

CFFET has a website, www.cffet.org.uk on which it posts information and news about the charity. CFFET also has a presence on social media. It is important that CFFET engages with social media platforms to promote the charity's work, raise the charity's profile, and engage with participants by sharing information.

This policy is intended for use by Trustees and any volunteer, or volunteers, engaged by the Trustees to utilise social media for the benefit of CFFET.

These guidelines set out rules and limitation for the dissemination of information on social media and are important for the maintenance of CFFET's reputation and prevent any legal issues. These guidelines should be read by anyone delegated to post information on the Trust's social media and online platforms.

Platforms

CFFET currently has the following social media platforms.

Website – www.cffet.org.uk

Facebook - www.facebook.com/CFFET

Twitter - @CffetHello

Other platforms can be added at any time, and persons appointed to manage these platforms with the agreement of Trustees.

Guidelines

1. The Trustees are responsible for ensuring that any content posted to social media does not bring CFFET into disrepute. Trustees can delegate the management of the platforms. Trustees and any persons delegated must adhere to these guidelines.
2. Social media content must benefit CFFET and accurately reflect CFFET's aims and objectives as set out in the Trust Deed.
3. Posts should strive to pass on information about CFFET and provide information of value to followers that promote its aims and objectives.
4. Content that could be deemed as controversial, should have the agreement of a majority of Trustees.
5. Content, including photographs, should not breach any copyright laws
6. Content posted should not be the personal opinion of the poster, nor should any third-party social media be 'Liked', shared or retweeted if this does not follow these Guidelines.

7. CFFET is not a political organisation, nor is it affiliated to any political party, all posts should be of a politically neutral nature. Posts that might be read as political but are within the charity's aims and objectives must have the agreement of a majority of Trustees.
8. No further groups or pages within social media platforms where CFFET has a presence should be set up without the agreement of Trustees.
9. Where a complaint about the charity or its officers is made via social media, the normal complaints procedure should be followed.
10. If CFFET is contacted by the press via CFFET's social media platforms, the query should be directed to the Chairman of Trustees or the Education Co-ordinator as appropriate.

This policy was approved by Trustees On:

DATE: 15th September 2021

Signed: 

This Policy should be reviewed annually and no later than:

DATE: 14th September 2024