

Liquorice Park Social Media Policy

1. Introduction

All Charities should have a social media policy irrespective of the degree that the Charity uses social media. Liquorice Park has only a limited presence on social media and therefore this policy reflects this.

2. Scope

Liquorice Park has a website and pages on Facebook and Instagram. Posts are made on platforms by trustees or volunteers who have approval from Trustees.

3. Responsibility for management of social media

Phil Cragg is the trustee responsible for co ordinating and managing Social media posts for the trust to ensure that they comply with this code. He has power to immediately remove or moderate any posts that he feels may be in breach of this code. Any breaches or concerns should be notified by him to the trustees.

4. How we deliver the charities purposes on social media

The trust uses social media for the following situations.

- a. Events and activities notifications
- b. Photos/videos of plants and flowers growing in the park
- c. General news about the park and awareness raising.

5. What we don't do on social media

Express political views

Express any personal opinions or criticise third parties (unless the wording is agreed by the Trust Board)

6. Who this policy applies to?

The policy applies to all trustees and volunteers involved in the Trust. New volunteers should be made aware of the policy as part of their induction to volunteering.

7. Who can post on behalf of the trust

Currently any trustee can upload posts to social media platforms provided they are compliant with this code. In addition, the trustees may nominate volunteers to post, provided they are approved by the Trust board.

8. Review

A review of the policy should be conducted each year by Phil Cragg to ensure it is up to date and effective.