



## **Canolfan Eirianfa Centre**

### **SOCIAL MEDIA POLICY**

**Policy dated: January 2025**

**Review date: January 2026**

**Our contact details: [office@eirianfa.org](mailto:office@eirianfa.org)**

**Name: Canolfan Eirianfa Centre**

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1. Canolfan Eirianfa Centre uses social media to support its goal to develop the Centre as a hub for the residents of Denbigh and its surrounding villages and promote the social life of the community.
2. Canolfan Eirianfa Centre's social media objectives are:
  - a. To use it as a platform to engage with the community and provide timely information, news, and updates on community events and activities.
  - b. To showcase local social groups that provide services and support to Denbigh and its surrounding villages.
3. The primary platforms for communicating with the community, under the Canolfan Eirianfa Centre's control, are the Canolfan Eirianfa Centre website and the Canolfan Eirianfa Centre Facebook page. Content for social media channels will include community news, events and details of clubs.
4. The Canolfan Eirianfa Centre has no intention to create private community groups or host discussion forums. Third party content and/or links to its website and Facebook page will only be permitted on approval of the administrator.

5. The Manager of Canolfan Eirianfa Centre has final approval of any content to be posted on social media channels. The Canolfan/Centre will ensure the administrator has the skills and knowledge to use social media appropriately. Access is granted to nominated charity trustees. Content uploaded to social media channels will be shared with Trustees in advance of publication if requested. Password information is restricted to those trustees granted access.
6. Content is reviewed by the administrator of social media and publicity. They are responsible for ensuring content is up-to-date and relevant; they are permitted to remove content and advise the Board of Trustees. The Canolfan/Centre will ensure that Trustees are apprised of UK legislation and codes of conduct relating to social media.
7. In the event of a complaint, the Chair will respond appropriately and ensure that the policy is complied with.
8. Trustees are aware of their obligations to comply with the Charity Governance Code Edition 2017 in respect of their obligations as a charity trustee.
9. In the event of an incident, the administrator responsible for social media and publicity is responsible for ensuring prompt escalation to the full Board of Trustees. Nominated Trustees will be responsible for removing content. Any abusive message will be drawn to the attention of the Chair and the Chair will provide the appropriate support to the Trustee. In the event of a crisis, channels would be taken offline. The Board of Trustees will decide when/if an issue is of a nature that requires escalation to the Charity Commission, police or a regulatory body.
10. The social media policy aligns with the following policies:
  - Safeguarding
  - Equal Opportunities
  - GDPR
  - Health and Safety