



Newbiggin Arts Centre

The place for all things art...where Arts are for All

Newbiggin Arts Centre Social Media Policy

Approved by Trustees on: 26th August 2025
Review Date: 1st September 2026

Our Promise

Social media is a valuable way to share the work of Newbiggin Arts Centre and connect with our community. We want everyone involved to use social media safely, respectfully, and responsibly – whether for charity work or personal use.

Who This Policy Covers

This policy applies to:

- Trustees
- Staff and volunteers
- Committee members

It applies to:

- Content posted on official Newbiggin Arts Centre accounts
- Content posted on personal accounts when it relates to the charity

What We Mean by Social Media

Social media includes web-based platforms where people share content and connect, such as:

- Facebook
- Instagram
- Twitter/X
- LinkedIn

Why We Have This Policy

- To protect the charity's reputation
- To guide staff, volunteers, and trustees in using social media responsibly
- To make clear the difference between personal and professional activity online

Official Social Media Accounts

- Only authorised people (currently Wendy Storey, Valerie Hearn and Steve Wilkinson) can manage official accounts.
- Our administrative officer monitors and responds to messages and comments regularly.
- All content should:
 - Reflect the charity's values and tone
 - Have a clear purpose and benefit for the Arts Centre
 - Be accurate, factual, and respectful

- Follow copyright and privacy laws
- Anyone, such as tutors or volunteers outside of the committee must get permission before posting content for the charity.
- Content about supporters, service users, or children must only be shared with consent.

Personal Social Media Use

- Be aware that your online activity can reflect on Newbiggin Arts Centre.
- When discussing the charity, make it clear you are speaking personally, not for the organisation. A disclaimer like: *"The views expressed here are my own and do not necessarily represent Newbiggin Arts Centre."* is recommended.
- Avoid sharing confidential or sensitive information.
- Keep interactions respectful; do not post discriminatory, harassing, or offensive content.
- Protect your privacy and the charity's reputation.

Guidelines for Safe and Respectful Use

1. Think before posting: -check facts, quality, tone, and branding.
2. Engage respectfully: Answer questions politely, correct mistakes, and avoid offensive language.
3. Avoid personal opinions on behalf of the charity: Only authorised spokespeople should share the charity's position.
4. Do not encourage risky or illegal behaviour online.
5. Respect copyright and intellectual property.
6. Crisis situations: If you notice comments or posts that could harm the charity's reputation, notify the communications trustee immediately.

Special Considerations

- Children and vulnerable people: Treat online interactions with the same care as face-to-face contact. Always follow safeguarding rules.
- Recruitment: Do not search candidates' social media systematically. Any recruitment advertising must go through the committee.
- Political neutrality: The charity is not affiliated with political parties. Staff must separate personal political activity from their charity work.

Responsibilities and Breaches

- Everyone is responsible for following this policy.
- Misuse of social media may result in disciplinary action.
- When unsure about a post or interaction, seek guidance from the communications trustee or Chairperson.

Public Interest Disclosure

- If a post reveals serious concerns about wrongdoing or risk to individuals, the person should report it immediately to a trustee, who will take appropriate action.

Review

This policy will be reviewed every year, or sooner if needed.

Signed on behalf of the NAC Board of Trustees:

A handwritten signature in blue ink that reads "Steve R Wilkinson." The signature is written in a cursive, flowing style.

Steve Wilkinson
Chairman of the Board of Trustees
26th August 2025