Newbiggin Arts Centre

*The place for all things art…where **Arts** are for **All***

Newbiggin Arts Centre Social Media Policy

Approved by Trustees on: 2nd October 2026
Review Date: 1st October 2027

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
- **Anyone authorised to post or manage social media on behalf of the Arts Centre**

It applies to:

- Content posted on official Newbiggin Arts Centre accounts
- Content posted on personal accounts when it relates to the charity **or could reasonably be associated with the Arts Centre**

What We Mean by Social Media

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

- Facebook
- Instagram
- **X (formerly Twitter)**
- LinkedIn
- **TikToc**
- **Other social media platforms or online groups used by the Arts Centre**

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
- **To help keep people safe and ensure our use of social media supports the Arts Centre's charitable purposes**

Official Social Media Accounts

- Only authorised people **can manage or post on** official accounts.
- **The people currently authorised are all Trustees, Wendy Storey and Safron Faulkner**
- Our **Studio Manager** 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 **authorised social media team,** must get permission before posting content for the charity.
- Content about supporters, service users, or children must only be shared with **appropriate permission and in accordance with our safeguarding and data protection requirements.**
- **Comments or messages that are abusive, discriminatory, threatening, unlawful, or otherwise inappropriate may be hidden, deleted, reported or blocked where appropriate.**
- **Complaints or serious concerns should not normally be dealt with through social media. They should be passed to the appropriate Trustee or Studio Manager.**

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.
- **There is no expectation that Trustees, staff or volunteers monitor one another's personal social media accounts. However, if personal content becomes clearly associated with the Arts Centre and creates a significant risk to the charity, the Trustees may need to consider appropriate action.**

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 **Chair or an appropriate Trustee** immediately.
7. **Protect personal information:** Do not publish personal details, photographs or other information about individuals unless there is an appropriate reason and permission to do so.
8. **Do not respond to serious criticism or allegations in haste.** Seek advice from the Chair or an appropriate Trustee before responding publicly.

Special Considerations

Children and vulnerable people

Treat online interactions with the same care as face-to-face contact. Always follow safeguarding rules.

Particular care should be taken when sharing photographs, names, personal information or details of children or vulnerable people. Appropriate consent and safeguarding arrangements must be in place.

Recruitment

Do not search candidates' social media systematically. Any recruitment advertising must go through the **Board of Trustees**.

Personal social media accounts should not normally be used when making recruitment decisions, unless there is a clear and lawful reason to do so.

Political neutrality

The charity is not affiliated with political parties. **The Arts Centre must not use its social media accounts to support or oppose a political party or candidate. Individuals involved with the Arts Centre remain free to express personal political views, but should make clear that these are their own views and not those of Newbiggin Arts Centre. Particular care should be taken during election periods.**

Social Media Security

Access to official social media accounts should be limited to authorised people. Passwords and login details must be kept secure and should not be shared more widely than necessary.

Any suspected loss of access, hacking, unauthorised posting, or fake account pretending to represent the Arts Centre should be reported immediately to the Chair or another Trustee. Appropriate steps should then be taken to secure the account and report the problem to the relevant platform.

Responsibilities and Breaches

- Everyone is responsible for following this policy.
- Misuse of social media may result in **appropriate action, in line with relevant volunteer, staff or Trustee procedures.**
- When unsure about a post or interaction, seek guidance from the **Chair, Vice Chair or other Trustee** if they are not available.
- **Trustees are responsible for ensuring that the policy remains appropriate and is reviewed regularly. Day-to-day management may be delegated to authorised staff or volunteers.**

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.
- **Social media should not normally be used as the first route for reporting serious wrongdoing or safeguarding concerns. These should be reported directly to an appropriate Trustee or through the Arts Centre's relevant safeguarding or complaints procedure.**

Online Forums and Groups

If Newbiggin Arts Centre operates an online forum or group where members of the public or beneficiaries can post content and communicate with one another, the Trustees will consider whether the Online Safety Act 2023 applies and will ensure that appropriate arrangements are in place.

Review

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

Last reviewed: **October 2026**
Next review: **October 2027**

Signed on behalf of the Newbiggin Arts Centre Board of Trustees:



Steve Wilkinson, Chairman of the Board of Trustees, 2nd October 2026