Scunthorpe and District Choral Society

Use of Social Media Policy

Scunthorpe and District Choral Society recognises that there are potential advantages to the use of social media, but that there are also dangers associated with its use that could cause reputational or other damage to the Society. This policy seeks to set out how we will use it to promote the objectives of the Society and reduce the risk of harm to the Society and its members.

This policy addresses both public posts (for example on Facebook, X or Instagram) which are intended to be seen and read as widely as possible, and closed group media, such as WhatsApp or other messaging services.

Public Posts

The Society will have no more than one official account on any social media platform. A small number of people (envisaged as a maximum of four) of whom at least one should be a member of the committee will be authorised by the committee to hold login details for the account and to post on behalf of the Society on any given platform. It is not necessary for the authorised people to be the same for different social media platforms.

Posts may be published for only three purposes:

1. To provide factual information, for example the dates and times of rehearsals and events.

2. To promote the Society's membership (including Friends' membership) and events.

3. To support other organisations with similar objectives (for example by sharing or re-posting details of their events and concerts).

Every endeavour must be made to ensure that information contained in posts is accurate, and in the event of a mistake being made it must be corrected as soon as possible after being identified.

Posts must not contain personal information, and except for positive promotional comments must be free from views and opinions. This also includes shares or re-posts of other organisations 'posts; if they include comments or information contrary to this policy they must not be shared, "liked" or re-posted.

Posts must not include material subject to copyright, except where we have the right to use it.

Members are encouraged to share, repost, "like" or comment positively on the Society's posts using their personal accounts. They are requested to refrain from making negative comments relating to the Society on any social media platform, whether or not this is linked to a post from an official account.

No member may post anything on social media that could bring the Society into disrepute. The committee reserves the right to terminate the membership of anyone

in breach of this requirement. In extreme cases, for example where material is libellous, offensive or illegal further measures may be taken, including but not limited to reporting to the police.

Closed Group Media

The committee may authorise the creation of one or more closed groups on a social media messaging service. In order to maintain transparency and reduce confusion the committee should select only one messaging service, and all authorised groups should be restricted to that service.

For each authorised group one member should be designated Administrator. This person should be a committee member. The Administrator is responsible for ensuring compliance with this policy.

Groups should be established for, and must be used for only two purposes:

1. To disseminate factual information in a rapid fashion.

2. In very limited circumstances to request assistance (for example to ask for help in sourcing a piece of equipment needed at short notice due to a late change on the day of a concert).

Messages of a personal nature must not be posted in the Society's groups, and nor must messages expressing an opinion, which should be reserved for the more considered medium of email, or better still aired in a meeting.

Messages must be posted to the smallest appropriate group. For example, it is usually a subset of the committee rather than the committee as a whole who are involved in concert day preparations and set up. As such, messages related to concert day set up should be sent to this group rather than a group comprising the whole committee.

When each group is established consideration should be given to which members of the group are allowed to post messages. Where a group's only purpose is to disseminate information it is likely that only a small number of people should have that right. The Administrator should keep this under review, and should ensure that only those people who need to be able to post messages can do so.

Breaches of this Policy

Where a breach of this policy is identified the offending post must be deleted as soon as reasonably possible, and the breach must be reported to the committee at its next meeting.

Reviewed and approved by the Committee 8 December 2025

Signed .... A Godrey(Chair)   Date: 8 December 2025