

Lenham Community Centre

Charity No 1166995

Social Media Policy

1. Lenham Community Centre uses social media to support its goal to develop the facility as the centrepiece of village life and promote the social life of the community.
2. The Community Centre's media objectives are:
 - To use it as a platform to engage with the community and provide timely information, news, and updates on community events and activities.
 - To showcase local businesses and social groups that provide services and support to the community of Lenham.
3. The primary platforms for communicating with the community, under the Charity's control, are the Lenham Community Centre website and the Lenham Community Centre Facebook page. Content for social media channels will include community news, events, details of clubs and local businesses.
4. The Community Centre has no intention to create private community groups or host discussion forums. Third party content and/or links to the Trust's website and Facebook page will only be permitted on approval of the Board of Trustees.
5. The Chair of Lenham Community Centre (or delegate) has final approval of any content to be posted on social media channels. The Community Centre will ensure that the appropriate Trustees have the skills and knowledge to use social media appropriately. Access is granted to nominated charity trustees. Password information is restricted to those trustees granted access.
6. Lenham Community Centre is to follow UK legislation and codes of conduct relating to social media.
7. In the event of a complaint, the complaints policy will be followed and the Chair will ensure that the policy is complied with.
8. In the event of an incident, it must be promptly escalated to the Management 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 Trustees will decide when/if an issue is of a nature that requires escalation to the Charity Commission, police or a regulatory body.

Prepared by : David Needham

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Approved By : Management Trustees

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