



Cromer Artspace

Social Media Policy

1. Purpose and Scope

This social media policy provides guidelines for the use of social media by trustees and volunteers of Cromer Artspace focusing on promoting local artists, exhibitions, and events. It ensures that social media use aligns with our mission and values, fostering a positive online presence.

2. Account Management

a. Authorised Personnel

- i. Only designated people approved by the Trustees are authorised to post on behalf of the charity.
- ii. One Trustee will act as Communications Lead and will be the point of contact for people who are authorised to post on Social Media.
- iii. The list of designated people will be updated as people are authorised to post on behalf of the charity or leave their role, and will be reviewed annually.

b. Account Creation

New social media accounts representing the charity must be approved by the Trustees and have a named administrator. A central record will be kept of all Social Media accounts and administrators.

c. Password Security

Social media account passwords must be kept secure by individuals and changed every 90 days.

3. Content Guidelines

a. Types of Content

Posts should focus on:

- upcoming events and exhibitions,
- features on local artists and their work,
- educational content about the arts,
- success stories and impact of the charity's work,
- community engagement activities.

b. Tone and Style

Posts should:

- follow Cromer Artspace's branding guidelines
- maintain a professional, friendly, and engaging tone

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- ensure language is inclusive and accessible to a diverse audience.
- contain accurate content - if the content cannot be verified, it should not be posted,
- not be negative or critical
- be checked for spelling mistakes or typos before posting

c. Use of Multimedia

- i. Images and videos must represent the charity's values and mission.
- ii. All images, videos, and other multimedia must be high quality, properly credited, and used with necessary permissions.
- iii. Generally images used should be generated by Cromer Artspace.
- iv. If external images are used, the copyright of the images must be checked and only copyright-free images should be used.
- v. Images must be the correct size and shape for the platform

4. Audience Engagement

a. Response Times

- i. The aim is to respond to comments and messages within 24 hours.
- ii. Positive feedback will be acknowledged and questions or concerns will be addressed promptly.

b. Encouraging Interaction

- i. Posts will ask questions and share user-generated content with proper permissions to foster community engagement.
- ii. Posts will encourage sharing on Facebook and use hashtags to widen reach on Instagram.
- iii. Post will also be made on other groups' pages, considering relevance of content and style.

5. Confidentiality and Privacy

- a. Posts must never share confidential information about the charity, its employees, volunteers, artists, donors, or members of the community.
- b. All personal data will be treated in compliance with Cromer Artspace's Data Protection and Privacy Policy and other relevant privacy laws.
- c. Personal information will not be shared without explicit consent.

6. Ethical Conduct

Anyone posting on behalf of Cromer Artspace must maintain a high level of professionalism at all times and:

- avoid engaging in arguments or negative interactions online,
- treat all users with respect and courtesy,
- avoid posting content that could be considered offensive, discriminatory, or harmful.



7. Crisis Management

- a. Negative comments and complaints must be responded to calmly and constructively. For sensitive issues, the conversation should be directed to private messages or email.
- b. In the event of a social media crisis, the Chair of Trustees must be notified immediately.
- c. The Chair will follow the established crisis management protocol, which includes pre-approved responses and escalation procedures.

8. Legal Considerations

All posts made on behalf of Cromer Artspace must:

- respect copyright laws and obtain permissions for all content used,
- properly credit artists and creators,
- clearly disclose any sponsored content or partnerships in accordance with relevant laws and regulations.

9. Monitoring and Evaluation

- a. The Lead Trustee will regularly monitor social media activity to ensure compliance with this policy.
- b. If any trustee or volunteer is found not to have complied with this policy, the Trustees will take action under the Volunteer Problem Solving Policy.
- c. A report about Social Media activity will be presented to the Communications Team quarterly.
- d. The Communications Team will use engagement rates, reach, follower growth, and other metrics to evaluate social media efforts.
- e. The Trustees will review Social Media activity annually and adjust strategies as necessary.

10. Training and Support

- a. Trustees and volunteers who post on Cromer Artspace Social Media accounts will be provided with the Cromer Artspace Style Guide.
- b. Trustees and volunteers who post on Cromer Artspace Social Media accounts will be provided with information and training on social media best practices, policy updates, and effective content creation.
- c. More guidance on Social Media and charities can be found on the Charity Commission website <https://www.gov.uk/government/publications/charities-and-social-media/charities-and-social-media>.

Acknowledgment: By participating in Cromer Artspace's social media activities, trustees and volunteers agree to comply with this policy. Failure to adhere to these guidelines may result in disciplinary action or revocation of social media privileges.