

Droxford Community Hub CIC (DCH)

(trading as Wilfrid's Café)

SOCIAL MEDIA POLICY

Purpose

Droxford Community Hub CIC, trading as Wilfrid's Café, was established for the benefit of the local community.

We use social media to promote Wilfrid's Café, its activities and events, encourage community participation, share information and celebrate the positive impact of the café.

This policy explains how social media should be used by DCH/Wilfrid's Café, its employees and volunteers on Facebook, Instagram and WhatsApp chat networks.

Official Wilfrid's Café social media accounts

Only authorised members of staff or volunteers may post on behalf of DCH/Wilfrid's official social media accounts.

Posts should:

- Reflect DCH's community purpose and values.
- Be friendly, welcoming, inclusive and respectful.
- Be accurate and, where appropriate, checked before publication.
- Promote Wilfrid's Café and its activities in a positive way.
- Respect the privacy and dignity of customers, staff and volunteers.

DCH will not use its social media accounts to promote personal political views, discriminate against or criticise individuals, or engage in arguments or online disputes.

Staff and volunteers using personal social media

Staff and volunteers are free to use their own social media accounts in their personal capacity.

However, they should remember that their association with DCH/Wilfrid's may be visible to others. They should not suggest that their personal opinions represent the views of DCH/Wilfrid's Café unless they are authorised to speak on its behalf.

Staff and volunteers should not use personal social media to:

- Share confidential information about DCH/Wilfrid's Café.
- Discuss private matters involving customers, colleagues or other volunteers.
- Publish information about complaints, incidents or disputes at the café.
- Make offensive, discriminatory, threatening or defamatory comments about customers, colleagues, volunteers or community partners.

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- Post photographs of customers, colleagues or volunteers without appropriate permission.

Nothing in this policy is intended to prevent staff or volunteers from exercising their legal rights or expressing legitimate personal opinions, provided that they do not disclose confidential information or misrepresent the café.

Photography and video at Wilfrid's Café events

From time to time, DCH may take photographs or video at events for use in promoting Wilfrid's café and its community activities, including on social media and the café's website.

We will let attendees know when photography or filming is taking place and will provide a way for people to indicate that they do not wish to be included.

We will take particular care when photographing or filming children or vulnerable adults. Children or vulnerable adults will not normally be deliberately featured or individually identified without appropriate permission from a parent or person with parental responsibility, unless there is a clear and appropriate reason to do so.

We will avoid publishing children or vulnerable adult's names alongside photographs unless there is a specific reason and appropriate permission.

Anyone who does not wish an image of themselves or their child to be used should contact DCH and the image will be removed.

Customers and community members

Wilfrid's café aims to provide a welcoming and respectful environment for everyone.

Customers should not normally be identified by name or discussed on social media without their permission.

We will not publish personal information about customers or community members unless there is a legitimate reason to do so and the appropriate consent or lawful basis exists.

Confidentiality and data protection

Everyone working or volunteering at the café has a responsibility to protect confidential information.

Information obtained through employment or volunteering must not be shared on social media.

This includes personal information, private conversations, complaints, financial information, staff or volunteer matters and any other information that is not publicly available.

The café will handle personal information in accordance with applicable UK data protection law and its privacy arrangements.

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Comments, reviews and messages

We welcome comments, suggestions and constructive criticism.

Staff and volunteers managing social media should respond politely and professionally.

Where a customer raises a complaint publicly, we should avoid discussing the details in public and, where appropriate, invite them to contact the café privately.

We may remove comments or restrict access to our social media pages where comments are abusive, threatening, discriminatory, defamatory, excessively offensive, deliberately misleading, or otherwise inappropriate.

We will not remove reasonable criticism simply because it is negative.

Political and community matters

As a CIC, DCH/Wilfrid's exists for the benefit of the community.

The café's social media accounts should not be used to promote the personal political views of staff, volunteers or directors.

This does not prevent the café from sharing information about community initiatives, local services, public consultations, charitable activities or matters that are directly relevant to the café's community purpose.

Where political or potentially controversial matters are discussed, care should be taken to remain factual, balanced and respectful.

Personal use during working or volunteering hours

Reasonable personal use of social media is permitted where it does not interfere with work, volunteering, customer service or the safe operation of the café.

During busy periods or when serving customers, staff and volunteers may be asked to keep personal phones and social media use to a minimum.

Speaking to the media or representing the café

Only people authorised by the directors or management of DCH should make official statements on behalf of DCH or Wilfrid's café or respond to media enquiries.

Staff and volunteers should refer media enquiries to the appropriate person rather than responding on behalf of the café.

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Responsibility and concerns

Anyone who is unsure whether something is appropriate to post should ask a manager, director or other authorised person before posting it.

Concerns about social media use should be raised with the café manager or a director of DCH.

Where a staff member or volunteer seriously or repeatedly breaches this policy, DCH may take appropriate action in accordance with its employment, volunteering or other relevant procedures.

Our approach

We want social media to be a positive extension of DCH and Wilfrid's café and its role in the community.

We encourage staff and volunteers to share and promote the café's activities, celebrate the contribution of volunteers and community members, and help create a positive and welcoming online community.

This policy is intended to provide sensible guidance rather than prevent people from using social media normally in their personal lives.

Approval

Approved by:.....(Name)

Signed..... Date

(Chair of DCH)

Review

The effectiveness of this policy and associated arrangements will be reviewed at least biennially in response to new legislation, policies or guidance or specific demand and feedback, under the direct supervision of the DCH Board of Directors.

Date of next review: June 2028