



Queen Camel Community Land Trust Ltd. (QCCLT)

SOCIAL MEDIA POLICY

Adopted by the Board on _____

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1. Purpose

The purpose of this policy is to:

- protect the reputation and integrity of QCCLT;
- encourage respectful, lawful and constructive communication;
- safeguard confidential information;
- ensure compliance with UK legislation, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and other relevant laws;
- provide clear guidance for everyone associated with QCCLT when using social media and other online communication platforms.

QCCLT recognises that social media provides valuable opportunities to engage with the local community. This policy is intended to promote responsible use rather than discourage open discussion.

2. Scope

This policy applies to:

- Board Directors;
- Volunteers;
- Members of QCCLT;
- Employees (where applicable); and
- Tenants of the Old School

The policy covers:

- official QCCLT social media accounts;
 - personal social media accounts where an individual's connection with QCCLT is identified or reasonably apparent;
 - online forums;
 - community Facebook groups;
 - WhatsApp and similar messaging groups;
 - Instagram, X, LinkedIn and other social media platforms.
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3. General Principles

Everyone associated with QCCLT is expected to:

- act honestly, respectfully and courteously;
- avoid discriminatory, abusive, threatening or harassing behaviour;
- comply with all applicable laws, including those relating to defamation, copyright, data protection and privacy;
- respect the confidentiality of Board discussions, commercially sensitive information and personal information;
- avoid publishing information that they know to be false or misleading;
- make it clear when expressing personal opinions rather than speaking on behalf of QCCLT.

Constructive criticism and respectful discussion are recognised as legitimate and important within a community organisation however, disagreements should wherever possible be raised through QCCLT's established governance procedures before being pursued publicly.

4. Board Members, Volunteers and Members

Board directors, volunteers and members have an important role in maintaining public confidence in QCCLT.

When using social media, they should:

- act in a manner consistent with QCCLT's values;
- avoid comments that could reasonably damage working relationships within the organisation;
- not disclose confidential Board papers, commercially sensitive information or personal data;
- not respond publicly to complaints or disputes unless authorised to do so;
- avoid engaging in prolonged or confrontational online arguments about QCCLT matters;
- immediately correct any inaccurate statement made about or on behalf of QCCLT;
- refer media enquiries to QCCLT's Operations & Financial Coordinator.

Unless specifically authorised by the Board, individuals must not imply that their personal views represent the official position of QCCLT.

5. Official QCCLT Social Media

Only individuals authorised by the Board may publish content on official QCCLT social media accounts.

Those responsible for official accounts must:

- ensure content supports QCCLT's charitable and community objectives;
 - communicate accurately, professionally and respectfully;
 - maintain political neutrality unless the Board has approved a specific campaign consistent with QCCLT's objectives;
 - protect confidential and personal information;
 - comply with copyright, licensing and data protection requirements;
 - respond to public enquiries courteously and avoid engaging in arguments online.
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6. Tenant Responsibilities

QCCLT recognises that tenants have the same rights to freedom of expression as any other individual.

Where social media activity relates to QCCLT, tenants are expected to:

- communicate respectfully with other tenants, volunteers and Board members;
- avoid unlawful harassment, intimidation, discrimination or defamatory statements or other content;
- avoid knowingly publishing false information about QCCLT or its representatives;
- use QCCLT's complaints procedures where concerns relate to tenancy matters.

Compliance with this policy may be incorporated into tenancy leases where appropriate.

Persistent or serious breaches of this policy which amount to a breach of tenancy obligations may be addressed under the relevant tenancy lease.

7. CCTV and Recording Equipment

Where tenants or other occupiers install CCTV or similar surveillance equipment at QCCLT properties:

- all equipment must comply with applicable UK legislation;
 - audio recording must not be used where this would unlawfully interfere with the privacy of others;
 - where registration with the Information Commissioner's Office (ICO) is legally required, responsibility rests with the person operating the system;
 - operators must provide any legally required privacy notices and signage;
 - where requested by QCCLT, evidence of compliance with applicable legal requirements should be provided.
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8. Breaches of this Policy

Any alleged breach of this policy will be considered fairly and proportionately.

Depending on the circumstances, action may include:

- informal discussion or guidance;
- mediation where appropriate;
- formal consideration by the Board;
- disciplinary action for employees or volunteers where applicable;
- action under the Rules of QCCLT in relation to members;
- action under tenancy agreements where applicable and lawful.