



# THE KENNET & AVON CANAL TRUST

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## Social Media policy

In line with their duties under company and charity law, and in accordance with the guidance issued by the Charity Commission, the Trustees have adopted the following policy on the use of social media.

### Introduction

1. The Kennet and Avon Canal Trust ('the Trust') recognises and embraces the benefits and opportunities that social media can bring as a communications, marketing, influencing and amplification tool. For the purposes of this policy, social media is defined as a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social media forums, social apps, blogs, video and image sharing websites.
2. This policy is designed to support staff, volunteers and contract staff to use social media effectively, whilst protecting the independence and reputation of the organisation, and preventing any legal issues that may arise.
3. It is relevant to all staff and volunteers who use social media in their work for the Trust (including activities carried out in the name of The Kennet and Avon Canal Trust (Enterprise) Ltd) or who reflect an association with the Trust on their personal social media accounts.
4. This policy should be read in conjunction with other relevant Trust policies, such as those on Safeguarding and Abuse, and with the Trust's Privacy Policy.

### Policy principles

5. To ensure effective use of the Trust's social media accounts, postings to accounts set up in the name of the Trust or one of its Branches should only be made by members of staff or volunteers authorised to do so by the relevant Branch Committee. Similarly, new accounts should only be established when agreed by the Branch Committee. Each Trust account should have a nominated 'owner' who is responsible for regularly checking and, where appropriate, responding to postings.
6. When interacting with people on social media do not post any content that is considered to be offensive, discriminatory, demeaning, abusive, threatening, defamatory or inappropriate. Social media is a place where people can have conversations and build connections. Other people may have different values, customs and viewpoints and it is important to respect those.
7. You should only comment within your own area of expertise to provide individual perspectives on non-confidential activities.
8. You should seek guidance from your Branch Chair or a Trustee before participating in social media when the topic being discussed may be considered sensitive (e.g. a crisis situation, intellectual property, issues which may impact on the Trust's reputation, etc).



9. The Trust may require you to remove social media postings (including those which reflect an association with the Trust on personal social media accounts) which are deemed to constitute a breach of these standards and failure to comply with such a request may, in itself, result in disciplinary action.

### **Handling problematic content**

10. If you see any negative content about the Trust on social media, please inform the Booking and Administration Officer, your Branch Chair or the Trust Chairman by email straight away. Do not engage with it. If it is urgent (i.e. needs immediate response) this contact may be made by phone.

### **Management of social media accounts**

11. When using social media there are some things that you can do to stay alert to potential security risks:

- Do not share your passwords with anyone. Use two factor authentication and use a password manager to generate and store a non-memorable password wherever possible.
- Regularly check your privacy settings on all social networking sites and consider who you want to be able to see your profile and all content held within it.
- Be aware of the risk of responding to some online challenges and quizzes, which ask you for personal information such as mother's maiden name, pet's names, children's names etc. which could provide scammers with information commonly used to hack passwords.
- Be aware of imposter social media accounts that look like they belong to a particular company. These imposter accounts may try to trick you in to handing over log-in information. If you are in doubt about an account's legitimacy, go to the company's official website and follow the links that they provide to their social media pages.

12. Be vigilant for social media identity theft and cloning of personal profiles, either of your own account or of a friend. If you believe that a Trust social media account has been the target of any scams, phishing attacks or password breaches inform the Booking and Administration Officer, your Branch Chair or the Trust Chairman straight away.

### **Posting on personal social media accounts**

13. When posting on personal social media accounts on matters relating to the Trust, please follow the following guidelines:

- Do not use any The Trust logos or promotional graphics without prior permission. Please note it is ok – and encouraged – to share posts directly from the organisational accounts.
- Do not use any other organisation's logos, brand names, trademarks or slogans without that organisation's permission to do so.
- Do not use any images, videos or music or other media without checking if it has a copyright. If in doubt, don't use it.



- Do not cite or quote any staff, volunteers, charities or partners without their permission to do so.
- Do not share personal or confidential information about any staff, volunteers, charities or partners, including photos or videos, without their permission to do so.
- Do not share internal or confidential information about The Trust partners or funders.

### **Further advice**

14.If you require further advice on the use of the Trust's social media accounts, you should contact the Booking and Administration Officer in the first place.

### **Review**

15.The Trustees will review this policy on an biennial basis.

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**THIS DOCUMENT IS NOT CONTROLLED ONCE PRINTED**

Responsible Trustee: Chris Bolt  
Date approved by the Trust Council: 20 March 2023  
Review Date: July 2025