

Maldon u3a Social Media Policy

Purpose

- Guide safe, lawful, effective use of social media by Maldon u3a.
- Support the charity's objectives and meet Charity Commission expectations.

Scope

- Applies to platforms where users create/share content. e.g. Facebook, Instagram, X (Twitter), YouTube
- Excludes websites, email, WhatsApp, Zoom.
- Covers trustees, coordinators, and members using social media on behalf of Maldon u3a.
- Must be used alongside Complaints, Privacy, and Safeguarding policies.

Principles

- Use must support the charitable objective.
- Comply with equality, privacy, and safeguarding rules.
- Avoid excluding members who don't use social media.
- Respect copyright and permissions.
- Prevent offensive or harmful content.
- Only approved moderators manage sites.
- Protect Maldon u3a's reputation.

Procedures

- Trustees appoint a social media trustee to oversee moderators.
- Trustees decide when social media is appropriate for communication.
- Groups/members must request approval by the committee before creating Maldon u3a linked sites.
- Sites must have at least two approved moderators; one can be the social media trustee.
- Social media must not be used for:
 - Simple messaging better suited to email.
 - Important announcements as the sole channel.
 - Political, religious, controversial, or commercial content.
 - Third-party content outside the u3a movement.

Moderation & Monitoring

- Moderators enforce rules on copyright, vocabulary, discrimination, libel, confidentiality.
- Misuse is reported to the Committee; serious cases follow the Complaints policy.
- Unauthorised use of the Maldon u3a name/logo is treated as misuse.

If Something Goes Wrong

- Complaints follow the Complaints policy.
- Serious issues must be escalated quickly.
- Possible actions: apologies, public statements, closing sites, disciplinary action, police or Charity Commission involvement.

Roles

- Trustees implement the policy.
- Social media trustee manages moderators and training.
- Groups Coordinator ensures coordinators understand requirements.

Review

- Initial review after six months; full review after two years.

Policy agreed by Executive Committee - January 2026