



The Wokingham Society
Registered as a Charity (No. 274988)

Social Media Policies

This document describes The Wokingham Society's policies towards the use of social media platforms.

1 Policies

- The social media home page will state that "Anyone attacking a specific person or group of people (e.g. racist, sexist, or other group) will not be tolerated. Be kind and courteous, respect everyone's privacy and please no promotions or spam."
- Any post that contravenes the above will be deleted by the Social Media Administrator and the User will be blocked from the site.

2 Objectives

The objectives of this policy are to make the Wokingham Society more active and visible on social media platforms, with two objectives: -

- To appeal to a wider audience.
- Providing the wider audience and existing members with regular information related to the objectives of the Society and its activities.
- Social media platforms will provide an additional source of information for those of our members who choose to use it, but without departing from our existing use of emails, letters and meetings to inform and consult our members.

3 Aims for Managing the Social Media Posts

The following are the aims for the management of posts on social media: -

- Posts will be sent when appropriate.
- The posts will be short and always have an image, with maybe a link to more information.
- Anybody in the Committee can propose a post that meets the above criteria, for example: -

Extract from Virtual Museum
Link to the Blue Plaque write ups

It happened on this day
Planning updates
Extracts from the Society Newsletter

- The post will be sent to the Content Editor for amendment, approval or rejection which will provide the governance.
- The post will then be sent to the Social Media Administrator for immediate posting.

3 Roles

At this point in time the only social media platform in use is Facebook, and the roles associated with this are as follows:-

Facebook Administrator: Kevin Lenton

Content Editor: Peter Must