

Social Media Policy - Battle Memorial Hall

Approved by: Trustees Management Committee 2025

Review date: 2026

Purpose

This policy outlines the principles guiding Battle Memorial Hall's use of social media and digital displays. It ensures our communications reflect our values of neutrality, inclusivity, and community benefit, while safeguarding our reputation and relationships.

This policy applies to all content shared via:

- The Hall's official social media accounts
- The Hall's website
- Digital display screens, physical notice boards within and outside the Hall, and banners promoting events
- Newsletters

It does not govern the personal social media use of individual trustees, volunteers, or hirers, unless such use implies official representation of the Hall.

Principles

We use social media, notice boards and digital platforms to:

- Inform the public about regular activities and opportunities at the Hall
- Promote leisure and recreational use of the Hall that enhances quality of life for people in Battle and the surrounding area
- Celebrate the Hall's role as a welcoming, accessible venue for the local community

We do **not** use these platforms to:

- Endorse or promote political parties, religious groups, or ideological positions
- Publicise private events such as weddings, wakes, or closed gatherings
- Express personal opinions on behalf of the Hall

All communications should be:

- Clear, respectful, and inclusive
- Focused on community benefit and public interest

The Trustees reserve the right to decline or remove any content that does not meet this policy and will notify the content owner.

Content guidelines

We may share:

- Timetables, summaries or A4 posters for regular hirer-led activities (e.g. fitness and dance classes, art exhibitions, concerts, cinema, theatre, interest groups)
- Community notices relevant to the Hall's charitable purpose
- Updates on Hall facilities, accessibility, availability, maintenance and improvements
- Neutral, inclusive imagery that reflects the Hall's public-facing role

We will not share:

- Content that implies religious or political affiliation
- Commercial promotional material for individual hirers beyond promotion of activities in the Hall
- Photos or details of private bookings or attendees without explicit consent

Oversight and review

Responsibility for managing social media and display content rests with designated trustees. Content may be reviewed periodically to ensure compliance with this policy. Any concerns or breaches should be raised with the Chair or Secretary.