

What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images, videos), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, X, LinkedIn and Instagram.

Why do we use social media?

Social media is essential to the success of communicating the charity's work. It is important for some trustees/tenants to participate in social media to engage with their participants and raise the profile of their work.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all *trustees and tenants*.

Point of contact for social media

Maggie Read is the trustee responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, she can be contacted by email via the Cornhill on Tweed Centre.

Using Cornhill Community Action's social media channels — appropriate conduct

1. Maggie Read is responsible for setting up and managing social media channels. Only those authorised to do so will have access to these accounts.
2. Social Media channels will be monitored and queries raised will be answered a.s.a.p.
3. If a complaint is made on any of the social media channels, advice should be sought from the trustees before a response is made.

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