



**The
Box Moor
Trust**

Social Media Acceptable Use Policy

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We can be found on the following social media networks: Facebook, Instagram, and LinkedIn.

The aim of the Trust's social media activity is to engage with our beneficiaries and improve environmental awareness. We post messages about the events and activities we provide, wildlife and nature facts, as well as information about land management projects across the estate.

We monitor our social media pages between 9am and 4pm Monday to Friday. We do not monitor or respond on social media channels outside of normal office working hours.

Contacting us

We endeavour to reply to every person who contacts us through Facebook messenger but, due to volume, this is not always possible. We do not respond to individual comments made on our social media platforms.

For general enquiries we recommend you contact us via our admin inbox admin@boxmoortrust.org.uk or contact the Trust Centre on 01442 253300.

In an emergency outside of office hours, please use our emergency contact details 07925 142297.

Dealing with unacceptable behaviour

The Box Moor Trust has around 80,000 beneficiaries with a wide range of views and opinions of how the estate should be managed. We know that there will be times when some of our local communities may be unhappy with what we do or the decisions we make. People are free to share their views about the Box Moor Trust and the work we do. However, we ask that you are respectful and remember that our social media accounts are managed by real people. Abuse will not be tolerated.

The vast majority of people who use social media do so with tolerance and respect. However, a small minority can spoil it for everyone. This policy aims to protect our Trustees, employees, volunteers, and the general public from unacceptable use of social media.

Unacceptable behaviour includes (but is not limited to) abusive or bad language, degrading remarks, or attempts to provoke or upset other users. We reserve the right to act in relation to social media posts or messages which:

- are considered to constitute bullying or harassment.
- are rude, abusive, or threatening.

- use unacceptable language which may cause concern / harm.
- use language that is racist, sexist, homophobic, transphobic, ageist, or could be perceived as an insult to any protected characteristic.
- are defamatory or libellous.
- break any other law or incite someone else to break the law
- contain inappropriate material (including images or video)

In the event of unacceptable behaviour being discovered (as outlined above), we will follow a set process:

1. We will record the name on the account from which the unacceptable post(s) or message(s) have been sent from, the date sent, the social media post content, and the reason why the post is unacceptable.
2. We will delete or hide any posts which we deem to constitute unacceptable behaviour. We may issue a written warning by means of a private direct social media message in the first instance, with a link to our Social Media Policy.
3. If unacceptable behaviour continues or is extreme, the Box Moor Trust will block the user from interacting with us on social media. We reserve the right to block any user from interacting with us on social media at any time.
4. If we block any social media user, we will record the decision. Where behaviour amounts to abuse or harassment or where a criminal offence is suspected, we will also report the matter to the Police. If appropriate, we may also consider civil legal action.

Dealing with misinformation or harmful content

We aim to share information on our social media channels that is accurate and useful. However, we must be alert to the possibility that our posts may be used as a means of spreading misinformation. This might include posting false information in comments on our posts.

Comments, links, or other content posted on any of our channels with the intent of spreading misleading or false information will be removed and the author banned from that channel. If the author wishes to challenge their ban, they should contact admin@boxmoortrust.org.uk

Additional policy information

This policy adheres to the principles set out in the Unacceptable Behaviour Policy Statement, published on our website: www.boxmoortrust.org.uk.

All beneficiaries and other members of the public will be dealt with in a fair, honest and consistent way.

- Social Media platforms, activities and events are accessible to all. However, we may restrict or change access to platforms, activities, or events when someone behaves in an unacceptable way.
- We will make sure that the physical, mental, and emotional safety of our staff, Trustees, and volunteers (and of the public) is not at risk from any person who behaves in an unacceptable way.
- We will alert the Police if it is considered that there is an immediate danger to our staff, Trustees, volunteers, or a member of the public, or if any law is infringed.

Queries

Queries on this policy should be directed to the Box Moor Trust Administration Team at admin@boxmoortrust.org.uk