



# Whole Life Community Garden Social Media Policy

Policy created	Initial	Renewal date	Initial	Renewal date	Initial
08/03/2024	ALS				

## 1. Statement of intent

Whole Life Community Garden (WLCG) is committed to encouraging the safe use of social media to promote the garden, events and work, and to effectively communicate with current and prospective volunteers, other community spaces and possible supporters. It is within the ethos of WLCG to use social media for the benefit of the garden, without causing harm to the community. This policy sets out the roles and responsibilities of WLCG regarding the safe use of social media, and the charities commitment to hosting a safe space, both physically and virtually. All trustees, committee members and volunteers of WLCG are expected to understand their responsibilities in regards to social media and follow this policy.

## 2. Principles and Aims

Whole Life Community Garden aims to promote the safe use of social media for all garden-users through:

- Working with the community to develop suitable and accessible logos and content for use on social media
- Ensuring the social media platforms are not engaging with people outside of the age-limits
- Creating an accessible website for those who are not on social media

We are committed to:

- Eliminating discriminatory content from our social media platforms
- Promoting the community as well as the garden, for example, using our platform to share information about other community events
- Remaining flexible in what we post, and not allowing personal biases to keep us from changing content if it is deemed inappropriate or unsafe by any person(s)
- Ensuring all content is suitable for all ages (in line with specific age limits for each platform)
- Ensuring at least 2 people have access to the designated WLCG Facebook and Instagram accounts to allow for accountability

In all these principles, we will follow legislation, guidance and recognised best practice.

### 3. Specific platforms

We will be using the following platforms for their specific purposes, and ensuring they are only populated with content that is suitable for the respective age limits.

<b>Platform</b>	<b>Reason for use</b>	<b>Minimum age limit</b>
Facebook	Event sharing, garden updates, communication with current and prospective volunteers, information-sharing, changes in schedule/tasks	13 years of age
Instagram	Event sharing, garden updates, communication with current and prospective volunteers, information-sharing, changes in schedule/tasks	13 years of age
Email	Event sharing, garden updates, communication with current and prospective volunteers, information-sharing, changes in schedule/tasks	Generally 16 years of age, unless otherwise stated
WhatsApp	Event sharing, communication with current volunteers, changes in schedule/tasks, information sharing	16 years of age
Website	Information sharing, garden updates, event sharing	N/A

### 4. Review

An annual review of this Social Media policy will be undertaken, and any changes will be relayed to all trustees, committee members and volunteers.