Poppleton Community Railway Nursery (PCRN)
Social Media Policy

Reviewed and agreed at July management meeting September 2026

Date to be reviewed: September 2028

This policy will be reviewed on an ongoing basis and at least annually. PCRN will amend this policy, following consultation, where appropriate.

This policy is intended for all PCRN members and applies to content posted on both a PCRN device and a personal device. It sets out guidelines on how social media should be used to support the operation and promotion of PCRN. It sets out what individuals posting on social media sites on behalf of PCRN need to be aware of when interacting in these spaces. It is designed to help members support and expand our official social media channels, whilst protecting the charity and its reputation. It is also intended to help prevent any legal issues.

Point of contact for social media

The Management Board is responsible for setting up and managing the PCRN social media channels and appointing authorised officers for each channel. Authorised officers may in turn appoint members to assist and only these people will have access to the social media accounts.

The following people are responsible for the day to day publishing and monitoring of the channels below:

Jo Sullivan-Jones and Anne Dixon – Facebook
Graham Collett - Twitter,
Paul Botting – Instagram

No other PCRN member can post content on these channels without the permission of the appropriate authorised officer/s.

Using PCRN's social media channels — appropriate conduct for authorised officers:

1. Be an ambassador for our brand. Reflect PCRN values in what you post.

2. Make sure that all social media content has a purpose and a benefit for PCRN, and accurately reflects PCRN's agreed position.

3. Bring value to our audiences. Answer their questions, help and engage with them.

4. **Take care with the presentation of content.** Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.

5. **Always pause and think before posting**. That said, reply to comments in a timely manner, when a response is appropriate.

6. **If any member other than the authorised officer(s) wishes to contribute content of any kind for social media, they should seek approval from the authorised officer(s) first.** Content about supporters or third party organisations will also require their express permission.

7. **If it is proposed to use interviews, videos or photos that clearly identify a child or young person, then the consent of the parent or guardian must be sought. Interviews, videos or photos identifying members of the nursery or vulnerable adults will require their permission or the permission of their authorised representative.**

8. **Always check facts**. Do not automatically assume that material is accurate and you should take reasonable steps where necessary to seek verification - for example, by checking data/statistics and being wary of photo manipulation.

9. **Be honest.** Say what you know to be true or which comes from a reliable source. If you've made a mistake, don't be afraid to admit it.

10. **Refrain from offering personal opinions via PCRN's social media accounts**. If you are in doubt about PCRN's position on a particular issue, please speak to the Chair.

11. **Under no circumstances should PCRN encourage others to risk their personal safety or that of others, to gather materials.** An example of this would be a video of a stunt.

12. **Do not encourage people to break the law to supply material for social media, such as using unauthorised video footage**. You should obtain relevant rights for usage before publishing material.

13. **Members should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of PCRN**. This could confuse messaging and brand awareness. By having official social media accounts in place, the Management Board can ensure consistency of the brand and focus on building a strong following.

14. PCRN is not a political organisation and does not hold a view on party politics or have any affiliation with, or links to, political parties. We have every right to express views on policy, including the policies of parties, providing these reflect PCRN's agreed position.

15. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

16. You should regularly monitor our social media spaces for mentions of PCRN so we can catch any issues or problems early. **If you have any concerns, you should contact the Chair as soon as possible.**

17. **If any member other than the authorised officers become aware of any comments online that they think have the potential to escalate into a crisis**, **whether on PCRN's social media channels or elsewhere, they should advise the Chair immediately.**