

Social Media Policy And Procedures

February 2023



Social Media policy

What social media we use

- Email
- Facebook
- Twitter
- Website

How it is used

Email (lowdhamflag@gmail.com)

- Communicating within the FLAG working group and members
- Communicating with partners such as Parish Council, Environment Agency and other relevant bodies and organisations.
- For dialogue with villagers and volunteers wanting to contact the FLAG working group and Trustees.
- For contacting organisations and individuals who can advise and assist us in our activities.
- Google Drive to store information shared amongst Flag working group
Email (lowdhamflagph@gmail.com)
- Email not used but Google Drive used to store photographs including those from photo recorders. One sub folder used to store photos that are accessible to view by the public from the website

Facebook

- For sharing information and notices such as flood warnings with Lowdham residents.
- To share information during a flood event. During an event FLAG makes relevant and frequent updates on the state of the weather, levels in Cocker Beck and on Lowdham streets relating to flood water levels, so that residents can make appropriate defence of their properties or assist those they know that are at risk.
- For sharing information and advice for those at risk of flooding in Lowdham.
- For raising volunteers to assist us to deliver support to local residents.
- For advertising FLAG events.
- For sharing links on relevant information, support and events provided by other organisations.
- Shares most posts on Lowdham Village and the Official Lowdham Village Facebook groups

Twitter

- For sharing information and advertising events
- For highlighting relevant information, events and organisations to those affected by flooding (either to their own properties, or those of people they know in Lowdham).
- Highlighting flooding and climate change issues.

Website (www.lowdhamvolunteers.org/flooding)

- Providing information on flooding, links to websites and information on local support and relevant national bodies.
- Provide a dashboard of information on river levels, rainfall levels, local gauges, flood warnings, weather information, maps and photos.
- Provide information and links for volunteers to sign up to join FLAG.
- Provide access to forms, videos and reports.
- Links to other issues such as local climate change/sustainability information and community information on things such as food banks and the Cost of Living Crisis support.

Who does what:

Group 1 mainly take responsibility for Lowdham FLAG Gmail. They monitor the inbox, deleting inappropriate emails such as marketing approaches, sorting emails received into appropriate sub folders. Appropriate emails are forwarded to other recipients where required.

Group 2 is responsible for Facebook and are administrators for the Lowdham FLAG Facebook site. Administrators can all post items and approve or decline others wanting to post on Lowdham FLAG pages. All posts must abide by the Lowdham FLAG site rules. FLAG do not advertise any commercial company.

Group 3 make posts on Twitter and like, share or respond to other tweets as appropriate.

The website manager manages the Website for Lowdham Volunteers <https://lowdhamvolunteers.org/>. They will respond to comments and notification of issues with the website and liaise with their contacts to correct any errors. Updates will be made in line with new developments regarding events, policies and information provided by other organisations, and those from the FLAG working group.

Procedures followed

Email

Incoming emails are forwarded to the person or persons that may need to see a copy of the email and possibly respond. The email is moved into a new folder set up by the administrator as a sub folder of the 'Pending' folder and is marked as unread while under review.

The new pending folder is given a unique label and an owner is named in the folder name. A colour label is given to the folder (each working group member has their own allocated colour). Any replies sent by other working group members are sent directly to the individual or organisation making the initial contact, either from Lowdhamflag Gmail (or via a personal email account) and Lowdhamflag@gmail is copied into that response).

Once an email chain is completed, and the subject dealt with, the folder is moved to nest under 'Z - Completed email' folder. Incoming emails and responses can also be moved into one of the established folders where relevant, such as email folder for Communities Prepared training events, or to 'Volunteers', 'Finance' etc.

Facebook

Administrators liaise with each other via WhatsApp to discuss pending posts from residents and organisations seeking to post on the Lowdham FLAG Facebook pages. Posts are never automatic unless made by an administrator. An administrator will approve or decline a post.

Administrators can log into the Facebook ID of Lowdham FLAG to make posts and comments. Alternatively, they can post or comment as themselves. Administrators will share and discuss content when appropriate before making a post to be certain that the tone and content are accurate and appropriate before posting.

Administrators will also contact the working group members to discuss a post or a comment made by residents on the site. This is so we can determine our response, to ensure that we take into account the

thinking of all Trustees and working group members when responding to sensitive posts. Administrators can edit their posts when and where necessary. There are group rules that anyone posting must abide by:

Group rules from the admins

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1 Be kind and courteous ^

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.

2 Focused on making Lowdham a better place to live ^

Lowdham Flag, part of Lowdham Volunteers, is focused on making Lowdham a better place to live by initially focusing on flooding and Covid 19 issues. Please keep posts relevant.

3 No promotions or spam ^

Give more to this group than you take. Self-promotion, spam and irrelevant links aren't allowed.

4 No hate speech or bullying ^

Make sure that everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things such as race, religion, culture, sexual orientation, gender or identity will not be tolerated.

Twitter

Group 3 act independently on Twitter, but will liaise when necessary if they have concerns or doubts about any posts or likes made.

Website

The Website Manager makes updates as and when weather conditions, or news developments require, or when changes are made to the volunteer forms or processes. During an event the public photos displayed on the site are updated, in particular using screen shots of the Magna Gauge at Magna Bridge during an event

Date	Changes made	Review date