



Low Road, North Tuddenham. Dereham. Norfolk. NR20 3HF  
01362 858695 / 07856266990  
nikkita@kimblewick.co.uk

## **SOCIAL MEDIA POLICY**

The purpose of this social media policy is to describe how for the protection for our organisation, our employees and clients, we Kimblewick Equestrian Centre use social media.

**What we do:** We have official presence on the following platforms:

Facebook, Instagram & Tiktok

Through the above platforms, we proactively communicate and engage with our followers.

We post information on a range of relevant topics. We share updates to keep you informed on activities or developments at our Centre and may frequently ask you for feedback or your opinion.

We may share permissible photos and content from related parties and choose to answer questions, offer praise and any address any concerns through private messaging, as required.

Where needed we react to post on threads to answer questions, to clarify our position and offer help and promote our services and activities.

### **Why we do it**

Social media is a key tool of brand management, communication and promotion. It's easiest to think of it as word of mouth in a permanent, publicly accessible form.

We also use social networks to:

- promote our organisation
- drive readers to relevant content on our website
- build our customer base
- raise awareness of our services
- collect feedback on our work
- Run offers and competetions
- advertise activities and fundraising
- engage and socialise with our local community



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### **Who does it**

Our social media activity is managed by Nikkita Gostling - Director. Our Employed staff may add content to social media pages.

### **How we do it and what we allow**

All our content is:

- prompt - we respond to all posts and messages asap and within 24hrs.
- precise - where we're not sure of an answer or response we will seek further clarification
- timely - related to current news or events, wherever possible
- regular - we aim to provide regular posts
- transparent- we operate an open culture, but we reserve the right to remove negative or complaining content (see the 'what is not allowed' criteria below)

### **What sort of content do we post and share?**

Content as identified as above, plus:

- employment opportunities
- livery vacancies
- upcoming events at our centre
- informal engagement with users, e.g. asking what you did with your horse or if you enjoyed your lesson.

### **How is our social media monitored?**

Our social media outlets are monitored throughout the working day by All employed staff and where possible outside of working hours by Nikkita.

Responses may be made to posts and messages where possible and inappropriate content removed.

### **What is not allowed?**



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Wherever possible, we don't allow the following. If the content cannot be hidden or removed, e.g. where we are referenced in a tweet, the content is not acknowledged or responded to:

- obscene language – we expect the language of content to be appropriate for all
- trolling or posts of a sexist, racist, homophobic, or otherwise discriminatory nature
- defamatory content

Employees should not upload any content on to social media sites that:

- Is confidential to Kimblewick or its staff
- Amounts to bullying
- Amounts to unlawful discrimination, harassment or victimisation
- Brings the Kimblewick into disrepute
- Contains lewd, sexually explicit, threatening or similarly inappropriate or offensive comments, images
- Undermines the reputation of Kimblewick or the individuals
- Is defamatory or knowingly false
- Breaches copyright
- Is in any other way unlawful.

### **How we deal with complaints**

If we receive a complaint about a piece of content we have posted, shared, or allowed, we re-examine the content, hide it if necessary while seeking resolution. We hide/delete/allow the content and explain our decision to the complainant, via the same method in which they made the complaint (wherever possible – if a complaint



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is made publicly but the response is of a sensitive nature, it's acceptable to publicly acknowledge the complaint and state we'll respond to it privately. This is so other users know it's being dealt with, and the complainant knows to look out for a private or direct message).

### **Knowing when to stop...**

We post factual information and guidance but don't get drawn into arguments between users. If these develop, users should be invited to discuss the issue privately between themselves. If a situation escalates into 'not allowed' content, posts can be removed.

Any discussion thought to be potentially contentious or that develops into a contentious tangent will be monitored regularly both inside and outside of working hours where possible.

Employees should be aware of both professional and social boundaries and should not therefore:

- accept or invite 'friend' requests from students or ex-students under the age of 18, or from parents or carers on their personal social media accounts such as Facebook and Instagram.
- Communication with parental comments via social media should be through the Kimblewick Page and emails should be sent through Kimblewick's email account (with a clear message stating 'please contact [enquiries@kimblewick.co.uk](mailto:enquiries@kimblewick.co.uk) with your query').