



## **Kohima Educational Trust ("KET") Social Media Policy**

The KET exists to support the advancement of education amongst the Naga people as a debt of gratitude to them for their support of British, Indian and Commonwealth troops during the Battle of Kohima. The Board of Trustees of KET is committed to using social media to supports the KET's objects, where appropriate.

This policy provides guidance for all employees and volunteers (together: "Staff") and Trustees of The Kohima Educational Trust (KET) in their use of social media to ensure that all content posted through the KET's official channels, and Staffs' and Trustees' own personal channels when related to the KET, is appropriate and in line with the KET's ethos. It is intended to minimise risks to the reputation of the KET, to promote good practice, and ensure that the organisation benefits from the opportunities offered by social media in attracting and engaging new and existing audiences and in marketing KET events.

This policy outlines the standards that the KET requires its Staff and Trustees to observe when using social media, and applies to all methods used to access social media including static and mobile computer equipment, as well as work and/or personal IT equipment, smartphones, etc. It relates to all Staff and Trustees who create social media content of any kind, and should be applied to all use and all to forms of social media, where there is potential impact on the KET.

### **Who is covered by the policy**

This policy covers all individuals working at all levels in the KET, including full-time and part-time employees, fixed-term employees, volunteers, consultants, contractors, casual and agency staff and Trustees.

### **Scope and purpose**

This policy covers all forms of social media, including but not limited to: Facebook, LinkedIn, X (formerly known as "Twitter"), Instagram, TikTok and all social networking sites including blogs. It applies to the use of social media for both work-related and personal purposes, whether during working hours or otherwise.

## **General Rules**

The following rules must be adhered to when using social media through KET and personal accounts:

- Do not post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory, inappropriate or harmful content.
- Never disclose commercially sensitive, private or confidential information.
- Do not post material in breach of any law, in particular, copyright or other intellectual property rights legislation.
- Avoid social media communications which might be misconstrued in a way that could damage the reputation of the KET, even indirectly.
- Avoid posting politically sensitive content, including, but not limited to, material that refers to the Government of India or to Nagaland political issues.
- Avoid posting or forwarding any material inconsistent with the KET's Objects, with its purpose or with its best interests
- All Staff and Trustees must ensure that their profile and all content posted are consistent with this policy.
- Do not use personal accounts to initiate posting KET-related matters. Such content should be posted through KET admin accounts before it can be shared to personal accounts.
- Avoid posting content which relates solely to the work of the KET if that post would conflict with KET posts.

## **Personal Use of Social Media**

Limited personal use of social media in the workplace or when performing work for KET is permitted, subject to the conditions detailed below.

It must not be abused or overused and the KET reserves the right to withdraw permission at any time.

- Use must not interfere with work commitments.
- Use must comply with all KET policies

## **Monitoring Use of Social Media**

The KET reserves the right

- a) to monitor and review Staff and Trustee use of social media during working hours, and
- b) to restrict or prevent access to certain social media websites during working hours if use is considered by the Chair or CEO to be excessive; and/or

- c) to restrict or prevent access to certain social media websites if any posts are considered by the Chair or CEO to be unacceptable, whether they are posted during or outside working hours.

Breach of this policy will result in disciplinary action up to and including dismissal. Disciplinary action may be taken regardless of whether office or personal equipment are used for the purpose of committing the breach.

Staff and/or Trustees may be required to remove or modify internet postings which are deemed to constitute a breach of this policy.

## **Procedures**

- I. Goals and Strategy:
  - a. To communicate and engage in a meaningful way with members and audiences. This may include, but is not limited to, posting interesting, relevant and educational KET material, answering questions, 'liking' posts, and leaving comments;
  - b. To direct audience to the KET website;
  - c. To increase awareness and understanding of the KET and its charitable work and events;
  - d. To develop better engagement with Nagaland; and
  - e. To communicate and engage with as wide an audience as possible, not only in the UK but in India, and other countries around the world.
- II. Accounts and Content
  - a. All accounts held by KET are to be public and searchable.
  - b. The passwords are to be documented. The KET passwords for the social media accounts will need to be filed safely and known only to persons approved by the CEO.
  - c. Content on all KET accounts is to be KET related and/or related to the wider Burma campaign and World War 2, if it is in the best interests of the KET.
  - d. When posting on KET accounts, Staff, Trustees, consultants and contractors are to remember that they are representing the KET and its interests. Personal data is not to be shared, and conversations with followers should remain professional and reflect the standards of the KET.
- III. Guidelines for Written Content
  - a. Be respectful.
  - b. When posting historical content every precaution must be taken to ensure that the information is correct and presented in a clear manner.
  - c. Post regularly.
  - d. Engage with the audience by answering questions and replying to comments where appropriate.

#### IV. Guidelines for Photographic Content

- a. All photographs shown from the KET archive that are KET copyright should be low enough resolution to prevent fraudulent reproduction.
- b. When posting, best endeavours should be made to ensure images or photographs which are not the property of the KET are credited properly including the photographer's/owner's/artist's name in the post where possible.
- c. Where possible, link to the original source of the photograph.
- d. Use best endeavours to ensure that parental consent has been obtained before posting photographs of children onto social media.

#### V. Social Media Platforms

- a. Each social media platform should be used in accordance with each platform's unique focus:
  - i. **Facebook & Meta Business Suite** should be used as a tool to engage with supporters, to promote upcoming events, and on a more limited basis, to educate followers on the history of the KET.

All questions posted by followers should be answered as soon as is practicable. Facebook Insights/ the Meta Business Suite will be used to monitor levels of follower activity and engagement with posts.

- ii. **X ("Twitter")** is to be used to provide shorter pieces of information to those interested in the KET. The main goals are to interact with other heritage and business organisations and individuals and to direct followers to the KET website, using website links to direct to webinars, news items and events.

Where appropriate, any mention of the KET should be replied to with either a comment or 'favourite'.

Twitter Analytics should be used to record mentions, notifications and general Twitter presence.

- iii. **Instagram** is to be used as a visual medium and should capture events occurring in and around the KET, and events where the KET has a presence. If followers comment on posts, these should be responded to in the same manner as to Facebook posts.

- iv. **YouTube** is to be used to create and store recordings of KET webinars and other videoed events.

- v. **Linktree** is to be used to create links for use on Instagram.
  - vi. **Dropbox** is to be used to integrate files and photographs for storage.
  - vii. **Zoom** is to be used by the KET to host webinars.
  - viii. **Zoho Campaigns** is to be used by KET to manage the email database and send out mailings regarding webinars, events and key news items.
  - ix. **MODX** is to be used as a content management system ('CMS') which hosts the KET website.
- b. Creation of new social media accounts must be approved by the Chair. Each social media platform should be considered according to its strengths and weaknesses. The overall cost/time effectiveness of each social media platform needs to be weighed before creating an account.
  - c. Scheduled posts across all platforms will be managed by the Social Media Manager.

VI. Measuring Performance

- a. Performance will be measured three times per year and reported on at Board Meetings by the Social Media Manager.

## Policy Review and Update

Review and maintenance of the policy is the responsibility of the Governance and Compliance sub-committee. The Committee will review the policy every 2 years.

Further questions about KET's Social Media Policy should be sought through the CEO via email [sylvia@kohimaeducationaltrust.org](mailto:sylvia@kohimaeducationaltrust.org), or by post at the following address:

The Thatched Cottage, Newbury Road, East Hendred, OX12 8LG

## Responsible sub-committee: Governance and Compliance

This policy was last reviewed on:	17/03/2025
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Date of next Renewal:	March 2027
Signed:	
Chairman or CEO:	