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# THE WALLACE COLLECTION

## SOCIAL MEDIA POLICY

<b>VERSION CONTROL</b>		
<b>Date of Revision</b>	<b>Revised by</b>	<b>Changes made</b>
30/04/2024	Julie Bléas, Communications Officer	N/A – new policy

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## 1. SOCIAL MEDIA POLICY STATEMENT

**The Wallace Collection uses social media to engage with its audience and share information about its exceptional permanent collection, exhibitions and services. We strive to create a welcoming online environment where our audience can safely engage with us and others about our museum and its activities.**

This policy applies to our employees, workers, volunteers, trustees, freelancers and contractors, as well as our audience.

### THE PURPOSE OF THIS POLICY

- To establish rules and guidelines around the use of social media, including clarification on who oversees the management of our social media channels;
- To outline how we use social media and why, and our expectations for those engaging with us;
- To set out our complaints and crisis management procedures.

This policy will be reviewed every two years and/or in accordance with significant changes on social media platforms or within our organisation.

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## 2. SOCIAL MEDIA CHANNEL MANAGEMENT

### WHO USES AND MANAGES SOCIAL MEDIA?

- All content posted on the Wallace Collection's social media channels is researched, drafted and posted by the Communications department, typically by the Communications Officer.
- The Communications Officer is responsible for monitoring all social channels, responding to comments and direct messages, as well as editing and deleting content when necessary.
- Important announcements are discussed and approved by the Head of Digital and Audiences and the Director of Development and Audiences.

### PERSONAL SOCIAL MEDIA ACCOUNTS

- Wallace Collection employees, workers, volunteers, trustees, freelancers and contractors are welcome to use their personal social media accounts to discuss their professional work at the museum and we ask that 'All views my own' are added to biographies in this instance.
- We ask employees, workers, volunteers, trustees, freelancers and contractors to carefully consider their content before posting when it is related to the museum and its activities, and to always check with a member of the Communications department if they are unsure.
- We ask employees, workers, volunteers, trustees, freelancers and contractors not to share content that would bring the museum into disrepute, or to share any grievance they may have with the museum or a colleague on social media; instead, we ask that they contact their line manager or the Human Resources department.

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## 3. HOW WE USE SOCIAL MEDIA

### ACTIVE PLATFORMS

The Wallace Collection is currently active on the following social media platforms:

- Instagram
- Facebook
- X (formerly Twitter)
- LinkedIn
- YouTube

### CONTENT

The content shared across our social media channels is tailored to meet the objectives of our broader communications and audience development strategies. This encompasses various aspects, including:

- Promoting our exceptional collection of artworks and our historic building;
- Promoting our temporary ticketed exhibitions and free displays;
- Promoting our learning and engagement programmes, which include adult and community events, school visits and resources, and digital resources;
- Promoting our research and related publications;
- Highlighting various activities that support increasing our self-generated income, for example membership or fundraising, our food and drink offerings, and our retail offerings;
- Advertising our recruitment opportunities.

We only share video and image content for which we hold the copyright, or have obtained express permission from the copyright holder to share. In the unlikely event that we use content without proper authorisation, we are committed to addressing the situation by promptly removing the content from our channels and offering apologies, if necessary.

We strive to reduce accessibility barriers by providing ALT text for images and custom subtitles for video content.

### TOOLS

We use the scheduling software Later to schedule posts in advance. We use Later, Meta Business Suite and X Analytics to monitor and track our engagement. This data is assessed for insights into what is and what is not working, and is recorded in regular social media reports by the Communications Officer.

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## 4. RESPONSE GUIDELINES AND PROCEDURES

### GENERAL

- Our social media channels are monitored during the core hours Monday-Friday, 09.00-17.00. Monitoring is heavily reduced during weekends and public holidays. We strive to respond to enquiries as quickly as possible.
- Most information regarding our collection, temporary exhibitions, opening hours and facilities can be found on our website. We encourage visitors to email [enquiries@wallacecollection.org](mailto:enquiries@wallacecollection.org) if they have not heard back from us through social media within 24 hours.
- We always respond to complaints, and to enquiries about our facilities and our collection. If an enquiry or complaint cannot be resolved in a single response, we will respond to the user's comment or direct message acknowledging their message and encouraging them to email us directly so the enquiry can be resolved internally. We strive to respond to positive comments and observations. We reserve the right to not respond to commercial or self-promotion messages and comments.

### HATE SPEECH AND OFFENSIVE COMMENTS

- The Wallace Collection does not tolerate hate speech in any form. We reserve the right to promptly remove any comments or content deemed offensive to us or our audience. This applies to any remarks targeting individuals based on protected characteristics.
- We reserve the right to take further action to safeguard the wellbeing of our employees, workers, volunteers, trustees, freelancers and contractors. This may include blocking and restricting the offending user's access to our platforms where we have the capacity to do so.
- If the offending user's actions warrant an official response from the Wallace Collection, the Communications Officer will agree a reply with the Head of Digital and Audiences and the Director of Development and Audience, and will not engage further after the initial reply.

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## 5. CRISIS MANAGEMENT

- We recognise that a crisis can emerge at any time. This can be caused by us posting something inadvertently offensive, by something which has happened at the museum, or by something done or said by one of our employees, workers, volunteers, trustees, freelancers and contractors.
- We can avoid or minimise a crisis by acting quickly and maintaining close monitoring of all our social media channels. Upon identifying a crisis, the Communications department will convene immediately to assess the situation and determine the appropriate response. If appropriate, the museum's Senior Management Team and Board of Trustees may also be notified.
- We take responsibility for any mistakes or shortcomings on our part and communicate openly with our audience about our actions to address the situation. After issuing an official response, we will monitor feedback to address questions and concerns, and offer reassurance to our audience.

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## **6. USER AGREEMENT AND COMMUNITY GUIDELINES**

We strive for our social media platforms to be a place where users can exchange and learn more about our extraordinary collection. We ask anyone engaging with our content to adhere to the following community guidelines:

- Be respectful of others and their opinions;
- Do not promote discrimination based on race, sex, gender identity, religion, nationality, disability, sexual orientation or age;
- Do not post adverts for other products or services;
- Do not post spam;
- Do not breach any of the terms of use of the relevant social media platform.

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## **7. RELATED POLICIES AND DOCUMENTS**

This Social Media Policy is informed by and informs, the following policies and documents:

- Safeguarding Policy and Procedures;
- Disciplinary Policy;
- Grievance Policy;
- Technology, Equipment and Information Security Policy (In draft form).