

Social Media Policy

Hull History Centre is a partnership between Hull City Council and the University of Hull. The City Council's obligations to the partnership are administered and delivered on its behalf by Hull Culture & Leisure Ltd a wholly owned Hull City Council company. The partners aim to provide a seamless service to stakeholders and the following should therefore be read as applying to both partners unless otherwise stated.

1. Introduction

Social media offers the opportunity to quickly engage a large number of users about the collections and activities of the Hull History Centre, including but not restricted to:

- I. significant new deposits of local, regional or national importance
- II. newly catalogued collections
- III. project progress reports and updates
- IV. local and family history courses
- V. where Hull History Centre collections are used in the media
- VI. as part of a consultation exercise with our users

Social media also offers another outlet for providing critical announcements about the service for example early closure due to unforeseen circumstances. It is critical that all content published through social media channels is not offensive or to the detriment of the History Centre, Hull Culture and Leisure, Hull City Council or the University of Hull. The History Centre social media channels should not be used for personal messages or personal opinions of individual members of staff.

Social media channels are subject to the same copyright considerations as the website.

With social media being enthusiastically embraced by children as a regular and familiar part of their everyday life, it also poses safeguarding risks. The Hull History Centre will not seek to communicate with children directly - if children are our intended audience this will be done via the Children and Young People's team, who run the *Clued Up in Hull* Facebook page which is strictly controlled by the team and used for signposting and information only.

2. Scope

This policy reflects the Hull History Centre's use of social media tools being used in conjunction with the Centre's website and traditional media channels. This guidance applies to all Hull History Centre employees or volunteers engaged on official business, including those working with partners. It does not cover the use of social media for personal use.

3. Monitoring and moderation

As social media sites work in real-time, users posting comments expect 'real-time' answers. This means it is essential that social media sites are monitored on a regular basis and customers comments are considered and responded to in a timely manner.

Hull History Centre staff will read each and every message but it may not be possible to respond to every message. Obscene or defamatory comments will be removed immediately. Where possible, users who persistently post offensive or defamatory comments will be blocked at the discretion of the City Archivist or University Archivist.

Users with an enquiry, needing a response, or ordering items ahead of a visit will be directed to contact the Hull History Centre by telephone 01482 317500 or e-mail hullhistorycentre@hcandl.co.uk We will record use and levels of engagement of our social media channels as part of our website statistics.

4. Current Social Media channels

The Hull History Centre website homepage automatically displays the latest tweets from our Twitter feed and the latest four blog headlines that serve as links to the full blog article.

Facebook

We will use Facebook to promote Hull History Centre events and activities. The History Centre's Facebook page is <https://www.facebook.com/hullhistorycentre/>

Twitter

We will use the Hull History Centre twitter account @Hullhistorynews to promote Hull History Centre events and activities and to highlight new website and blog content. All messages are displayed on the Twitter website <https://twitter.com/hullhistorynews>. We will re-tweet content that is relevant to the Hull History Centre and is likely to be of interest to our users – for example those by Hull Libraries, Hull Museums and the University.

Blog

The Hull History Centre blog <http://hullhistorycentre.blogspot.co.uk/> is used for all aspects of the Centre's work. Individual projects should use tags to allow all related posts to be found – eg <http://hullhistorycentre.blogspot.co.uk/search/label/Transforming%20Archives>

5. Review

This policy will be reviewed every two years.

Date updated: 5th October 2017

Date of next review: October 2019