

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 (HCAL), 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 reach and engage with remote and local audiences, and to promote the collections and services offered by the Hull History Centre. Social media is used to highlight various things, including but not restricted to:

- a. significant new deposits of local, regional, or national importance.
- b. newly catalogued collections.
- c. project progress reports and updates.
- d. where Hull History Centre collections are used in the media.
- e. as part of a consultation exercise with our users.
- f. critical service announcements, such as short notice changes to opening hours and emergency closures.
- g. highlight significant anniversaries, individuals or events with a local history relevance or Hull connection.

Content will be published in line with the social media policies of HCAL, Hull City Council and the University of Hull. The History Centre social media channels must not be used for personal messages, nor the personal opinions of individual members of staff.

Content used on social media channels is subject to the same copyright considerations as content used on the website.

2. Scope

This policy reflects the Hull History Centre's use of social media tools and platforms, which complement other methods of communication such as the Centre's website and engagement with the press and traditional media. This policy applies to all Hull History Centre staff and volunteers engaged on official business on behalf of Hull History Centre, including while working with external partners. It does not cover the use of social media by anyone working in connection to the Centre on their own social media channels, but nonetheless staff and volunteers are expected not to post adverse comments about the Centre.

3. Monitoring and moderation

We aim to respond to social media interactions in a timely manner. Inappropriate, obscene, and defamatory comments are removed immediately, and users reported to the relevant platform's moderation channels. In the case of the blog, comments are moderated before being made live. Social media accounts are not used to moderate service and collections usage requests, such requests are redirected to the Hull History Centre's email and telephone services.

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 email 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

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/>

X

We will use the Hull History Centre twitter account @Hullhistorynews to promote Hull History Centre, its events, and activities and to highlight new website and blog content. All messages are displayed on [Hull History Centre \(@Hullhistorynews\) / X](#) . We will repost 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 – e.g. <http://hullhistorycentre.blogspot.com/search/label/treasures>

YouTube

The History Centre publishes 'Stories from the Strongrooms' and other content on its YouTube channel [Hull History Centre - YouTube](#)

Other Social Media Channels

The History Centre may use other social media channels, and terminate use of existing ones, in line with the policy of Hull Culture and Leisure, Hull City Council and the University of Hull.

5. Review

This policy will be reviewed every two years.

Date updated: October 2024

Date of next review: October 2026