



**Museum of
Cambridge**

Museum of Cambridge Social Media Guidelines

Date issued: May 2025

Date to be reviewed: May 2027

Introduction

The Museum of Cambridge uses our social media to engage with the wonderful history of the city of Cambridge and county of Cambridgeshire. We use our platforms to engage with our community, advertise our exhibitions, events and encourage our audiences to get involved with the museum and with local heritage. We also promote our social history website, www.CapturingCambridge.org.uk and its contents. Any opinions expressed by our followers on social media do not reflect the view of the Museum of Cambridge, its trustees, employees, volunteers or affiliates. We kindly ask that our followers and social media community respect the social media guidelines below.

Availability:

The Museum of Cambridge's social media accounts are regularly monitored Monday to Friday (not including bank holidays) between 9:30 am and 5:30 pm. Although we will attempt to monitor and moderate our social media pages within this period, we cannot guarantee we will be able to respond to any posts, messages or comments immediately.

We aim to respond to enquires within two business days, but we are not able to guarantee this all the time, due to the nature of our small team. If you do not receive a reply in three working days please email us at enquiries@museumofcambridge.org.uk

Privacy

Although we are happy to chat with our social media audience, we ask that they safeguard their personal information. If you comment, post or message us on social media, please do not include any personal or identifying details, for example, email address, phone number or date of birth.

Respect

We welcome conversation and debate on our social media pages. We value inclusivity and as such we expect social media users to be tolerant and respectful of all people when interacting with our pages. We will remove any posts which contain abusive, offensive, defamatory, discriminatory or unlawful text, images or videos from our social media. We retain the right to hide or remove such offensive comments and block accounts that post them. For more information on our values please see our strategy, [Strategic Plan 2022-2027 – The Museum of Cambridge](#).

Relevance

Except in exceptional circumstances, every attempt will be made to ensure that both the complainant and the Museum of Cambridge maintain confidentiality. However, the circumstances giving rise to the complaint may be such that it may not be possible to maintain confidentiality. Should this be the case, the situation will be explained to the complainant.

The personal data of complainants will be managed according to the Museum of Cambridge's Privacy Policy, and all data kept for no longer than four years from resolution of the concern.

Self-promotion

We will remove any links, messages, images or text on our social media used to advertise individuals or businesses unless they have been agreed in advance. Users repeatedly posting such content may be blocked.

Accuracy of information

We will attempt to ensure that any information we post on our social media is correct at the time of publishing. Although we may post links to other organisations, we are not responsible for the accuracy of other organisations or businesses. Retweeting does not count as an endorsement.

Intellectual Property

Please do not post any copyrighted material on our social media pages without permission to do so from the copyright holder. This includes branded text, graphics, images or video.

Where can you find us?

You can find on ...

Facebook: [Facebook](#)

Instagram: [Museum of Cambridge \(@museumofcamb\)](#)

X: [X](#)

LinkedIn: [Museum of Cambridge | LinkedIn](#)

Youtube: [Museum of Cambridge - YouTube](#)