

Thrapston & District U3A

Social Media Policy



SCOPE OF THE POLICY

The purpose of this policy, which is based upon a National Volunteer Model Policy, is to set out what this U3A expects when social media is used. This U3A uses social media to promote its activities by posting photographs and short articles and encourages the responsible use of social media. A written policy is therefore required for all those involved on the acceptable use of social networking.

POLICY STATEMENT

Thrapston District U3A recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our activities using a wide variety of social media, such as Facebook, YouTube and Twitter.

This policy aims to protect individuals involved and to encourage taking responsibility for what is written, and exercising good judgment and common sense.

Inappropriate use of social media can pose risks to our confidential information and reputation, and could jeopardise our compliance with legal obligations.

To minimise these risks, it is expected that any designated administrator or editor (hereafter referred to as “Editor” adheres to this policy.

SCOPE AND PURPOSE OF POLICY

This policy deals with the use of all forms of social media, including Facebook, YouTube, Twitter and all other social networking sites, and all other internet postings, including blogs.

The policy applies regardless of whether the social media is accessed using U3A IT facilities and equipment or equipment belonging to Editors.

This policy links to all other policies therefore social media should never be used in a way that breaches any of our other policies such as equal opportunities, data protection etc.

AUTHORISED USERS

It is important to remember that any designated Editor who posts is an ambassador for the U3A and that social media is never private.

This policy aims to:

- give clear guidelines on what can be said about the organisation
- comply with relevant legislation
- help administrators manage the social media effectively
- help draw a line between private lives and U3A business

- protect the U3A against liability for the actions of Editors
- be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

Editors of our U3A Social Media must be committee members and are required to remove internet postings by others which are deemed to constitute a breach of this policy.

Editors should respond to constructive criticism and delete anything unconstructive in order to keep the content relevant and respectful.

RESPONSIBILITY FOR IMPLEMENTING THE POLICY

All Editors have the responsibility of ensuring that the standards expected are maintained. Any misuse of social media or questions regarding the content or application of this policy or any content which raises a safeguarding concern must be reported to the Principal Administrator and dealt with as soon as possible.

GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA

The following gives some common-sense guidelines and recommendations for using social media responsibly and safely.

Postings must not include disparaging or defamatory statements about:

- Our U3A or any part of the National U3A network;
- U3A members past or present;
- Suppliers, vendors and other stakeholders;
- Any other individuals.

Care should be taken that posts are not misconstrued in a way that could damage our reputation, even indirectly.

Editors are personally responsible for what they communicate in social media and should remember that what is published will be available to be read by anyone for a long time.

A publicity consent form must be obtained prior to posting images or text which may be used on social media, unless already covered elsewhere by permissions previously given to our U3A.

This U3A does not allow tagging of vulnerable adults or anyone under the age of 18.

It is very important to respect confidentiality at all times and protect confidential information and be mindful of Data Protection issues.

If content in social media is found that disparages or reflects poorly on the U3A or our stakeholders, it should be reported to the principal administrator.

Our social media is not the appropriate place to resolve issues, complaints or suggestions by members or non-members of the U3A. Nor is it to be used for commercial purposes in any form.

Principal Administrator: Publicity Officer

Administrator: Business Secretary

Administrator: IT Manager