



SOCIAL MEDIA POLICY

A guide to using social media to promote the work of Tewkesbury Battlefield Society and in a personal capacity.

This policy will be reviewed on an ongoing basis, at least once a year. Tewkesbury Battlefield Society will amend this policy, following consultation, where appropriate.

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Introduction

What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

Why do we use social media?

Social media is essential to the success of communicating Tewkesbury Battlefield Society's work. It is important for some committee members to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of Tewkesbury Battlefield Society's work.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to Tewkesbury Battlefield Society's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all committee members. Before engaging in social media activity, committee members must read this policy.

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of Tewkesbury Battlefield Society, and the use of social media by committee members in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help committee members support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Point of contact for social media

Our committee is responsible for the day-to-day publishing, monitoring, and management of our social media channels. If you have specific questions about any aspect of these channels, speak to the Chairman or Secretary. No other committee member can post content on Tewkesbury Battlefield Society's official channels without permission.

Which social media channels do we use?

Tewkesbury Battlefield Society has a Facebook account which it uses to share news with supporters and to encourage people to become involved in our work.

Guidelines

Using Tewkesbury Battlefield Society's social media channels — appropriate conduct

1. Members of the committee are responsible for setting up and managing Tewkesbury Battlefield Society's social media channels. Only those authorised to do so by the committee will have access to these accounts.
2. Committee members with access to the social media channels can post and reply to comments at any time.
3. Be an ambassador for our charity. Committee members should ensure they reflect Tewkesbury Battlefield Society values in what they post and use our tone of voice. Our guidelines set out our tone

of voice that all committee members should refer to when posting content on Tewkesbury Battlefield Society's social media channels.

4. Make sure that all social media content has a purpose and a benefit for Tewkesbury Battlefield Society, and accurately reflects Tewkesbury Battlefield Society's agreed position.

5. Bring value to our audience(s). Answer their questions, help, and engage with them.

6. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.

7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.

8. If members outside of the committee wish to contribute content for social media, they should speak to the committee about this.

9. Committee members shouldn't post content about supporters or service users without their express permission. If committee members are sharing information about supporters, service users or third-party organisations, this content should be clearly labelled so our audiences know it has not come directly from Tewkesbury Battlefield Society. If using interviews, videos or photos that clearly identify a child or young person, committee members must ensure they have the consent of a parent or guardian before using them on social media.

10. Always check facts. Committee members should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.

11. Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.

12. Committee members should refrain from offering personal opinions via Tewkesbury Battlefield Society's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Tewkesbury Battlefield Society's position on a particular issue, please speak to the committee.

13. It is vital that Tewkesbury Battlefield Society does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

14. Committee members should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

15. Committee members should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Tewkesbury Battlefield Society. This could confuse messaging and brand awareness. By having official social media accounts in place, the committee can ensure consistency of the society and focus on building a strong following.

16. Tewkesbury Battlefield Society is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

17. If a complaint is made on Tewkesbury Battlefield Society's social media channels, committee members should seek advice from the rest of the committee before responding. If they are not available, then committee members should use their judgement.

18. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The committee regularly monitors our social media spaces for mentions of Tewkesbury Battlefield Society so we can catch any issues or problems early. If there is an issue that could develop or has

already developed into a crisis situation, the committee will de-escalate the situation in a timely manner.

If any committee members outside of those with access to social media channels become aware of any comments online that they think have the potential to escalate into a crisis, whether on Tewkesbury Battlefield Society's social media channels or elsewhere, they should speak to the committee immediately.

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. Tewkesbury Battlefield Society committee members are expected to behave appropriately, and in ways that are consistent with Tewkesbury Battlefield Society's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive Tewkesbury Battlefield Society. You must make it clear when you are speaking for yourself and not on behalf of Tewkesbury Battlefield Society. If you are using your personal social media accounts to promote and talk about Tewkesbury Battlefield Society's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent Tewkesbury Battlefield Society's positions, policies or opinions."
2. Committee members who have a personal blog or website which indicates in any way that they are associated with Tewkesbury Battlefield Society should discuss any potential conflicts of interest with the rest of the committee. Similarly, committee members who want to start blogging and wish to say that they are associated with Tewkesbury Battlefield Society should discuss any potential conflicts of interest with the committee.
4. Use common sense and good judgement. Be aware of your association with Tewkesbury Battlefield Society and ensure your profile and related content is consistent with how you wish to present yourself to members.
7. If a committee member is contacted by the press about their social media posts that relate to Tewkesbury Battlefield Society, they should talk to the committee rather than respond directly.
8. Tewkesbury Battlefield Society is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing Tewkesbury Battlefield Society, committee members are expected to hold Tewkesbury Battlefield Society's position of neutrality. Committee members who are politically active in their spare time need to be clear in separating their personal political identity from Tewkesbury Battlefield Society and understand and avoid potential conflicts of interest.
9. Never use Tewkesbury Battlefield Society's logos or trademarks unless approved to do so. Permission to use logos should be requested from the committee.
10. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully.
11. Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.
12. We encourage committee members to share posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support Tewkesbury Battlefield Society and the work we do. Where appropriate and using the guidelines within this policy, we encourage committee members to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the committee members with access to our social media channels who will respond as appropriate.

Further guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether committee members are posting content on social media as part of their role in the society or in a personal capacity, they should not bring Tewkesbury Battlefield Society into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all committee members abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that committee members make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that Tewkesbury Battlefield Society is not ready to disclose yet.

Discrimination and harassment

Committee members should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Tewkesbury Battlefield Society social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the committee.

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if a committee member considers that a person/people is/are at risk of harm, they should report this to the relevant authority immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, committee members should ensure the online relationship with Tewkesbury Battlefield Society follows the same rules as the offline 'real-life' relationship. Committee members should ensure that young people have been made aware of the risks of communicating and sharing information online and given guidance on security/privacy settings as necessary. Committee members should also ensure that the site itself is suitable for the young person and Tewkesbury Battlefield Society content and other content is appropriate for them.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Tewkesbury Battlefield Society is not a right but an opportunity, so it must be treated seriously and with respect. Committee members who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the rest of the committee.