

## **SOCIAL MEDIA POLICY**

A guide for members on using social media to promote the Association of Ex-Round Tablers' Clubs ("41 Club"), and in a personal capacity

This policy will be reviewed on an ongoing basis, at least once a year. 41 Club will amend this policy, following consultation, where appropriate.

Date of last review: 27/06/2022

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## Social Media Policy

### Context

#### **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, Instagram and TikTok.

#### **Why do we use social media?**

Social media is essential to the success of communicating 41 Club's interests. It is important for some members to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of 41 Club's activities.

#### **Which social media channels do we use?**

41 Club has number of social media platforms and tools which we take advantage of. These are examples of what we currently use and does not constitute an exhaustive list:

- Facebook, Twitter, Instagram, WhatsApp, and others in the name of 41 Club AND in the name of the Round Table Family (of which it is a constituent member).

#### **Why do we need a policy?**

While 41 Club positively encourages social networking among members, we are mindful of the need to ensure that all content is suitable for publication and does not breach any laws or common decency.

It is important for us to have a policy to demonstrate how we ensure 41 Club is represented in a suitable way and can act should the need arise. We are taking this opportunity to remind our members of the importance of ensuring that all our social networking streams should be used thoughtfully and responsibly.

The difference between a personal and professional opinion can be blurred on social media, particularly if you are discussing issues relating to 41 Club.

While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe and to which we hold ourselves. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all members, and applies to content posted on any device, even a personal one. Before engaging in 41 Club-related social media activity, members must read this policy.

#### **Setting out the social media policy**

This policy sets out guidelines and principles on how social media should be used to support the delivery and promotion of 41 Club, and the use of social media by members on behalf of 41 Club and in a personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help members support and expand our official social media channels, while protecting the 41 Club and its reputation and preventing any legal issues.

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### **Point of contact**

Our Communications and I.T. Team 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 National Communications and Information Technology Officer.

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### Guidelines

#### General Guidance

Social Media Platforms are public forums, so treat them as such.

- Members are expected to show respect to others, including other members of 41 Club, the Round Table Family and wider community.
- Respect the rights and confidentiality of others.
- Re-posting or re-tweeting inappropriate content represents an endorsement of that content and can be actionable.
- Do not use abusive, derogatory, vulgar, or sexual language.
- Deleting or apologising publicly for an improper posting does not prevent legal action being taken.
- Review the security and privacy settings on social media e.g.
  - Facebook <https://www.facebook.com/help/325807937506242>
  - Twitter [https://twitter.com/settings/privacy\\_and\\_safety](https://twitter.com/settings/privacy_and_safety)
  - Instagram <https://help.instagram.com/196883487377501>

#### Do's and Don'ts

Follow the general guidelines above and:

- Do show your personality and be approachable.
- Do let people know what it is like to be a member of 41 Club.
- Do post regular comments to grow and engage with an audience.
- Do report any content that you encounter that is in breach of this policy.
- Don't comment if you have any concerns about the consequences.
- Don't link to unsuitable content.
- Don't get into disputes with audience.
- Don't share or elicit personal detail.

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### **41 Club's Official Social Media Channels — Appropriate Conduct**

1. The Communications and IT Team are responsible for setting up and managing 41 Club's social media channels.
2. Be an ambassador for our brand. Members should ensure they reflect 41 Club's values in what they post and use our tone of voice. Our brand guidelines set out our tone of voice that all members should refer to when posting content on 41 Club's social media channels.
3. Make sure that all social media content has a purpose and a benefit for 41 Club, and accurately reflects, if appropriate, 41 Club's agreed position.
4. Bring value to our audience(s). Answer their questions, help, and engage with them
5. Take care with the presentation of content. Make sure that there are no typos, misspellings, or grammatical errors. Also check the quality of images.
6. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
7. Always check facts. 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.
8. Be honest. Say what you know to be true or have a reliable source for. If you have made a mistake, don't be afraid to admit it.
9. Members should refrain from offering personal opinions via 41 Club's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about 41 Club's position on a particular issue, please speak to the Communications and IT Team.
10. It is vital that 41 Club does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.
11. Members should not encourage people to break the law to supply material for social media, such as using unauthorised video footage, images, or music. All relevant rights for usage must be obtained before publishing material.
12. Members should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of 41 Club or the Round Table Family. This could confuse messaging and brand awareness. By having official social media accounts in place, the Communications and IT Team can ensure consistency of the brand and focus on building a strong following.
13. 41 Club 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 cannot tell people how to vote.
14. If a complaint is made on 41 Club's social media channels, members should seek advice from the National Communications and IT Officer before responding. If they are not available, then members should speak to the National Secretary.

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15. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk considerable damage to 41 Club's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to 41 Club.

The Communications and IT Team regularly monitors our social media spaces for mentions of 41 Club 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 Communications and IT Team will take all appropriate and necessary action.

If any members outside of the Communications and IT Team become aware of any comments online that they think have the potential to escalate into a crisis, whether on 41 Club's social media channels or elsewhere, they should speak to the National Communications and IT Officer immediately.

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### **Personal Social Media Accounts — Appropriate Conduct**

This policy does not intend to inhibit personal use of social media but instead identifies those areas in which conflicts might arise. 41 Club members are expected to behave appropriately, and in ways that are consistent with 41 Club's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive 41 Club. You must make it clear when you are speaking for yourself and not on behalf of 41 Club. If you are using your personal social media accounts to promote and talk about 41 Club's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent 41 Club's positions, policies or opinions."

2. Members who have a personal blog or website which indicates in any way that they are a member of 41 Club should discuss any potential conflicts of interest with the National Communications and IT Officer and the Communications and IT Team.

3. Those on National Council must take particular care as personal views published may be misunderstood as expressing 41 Club's view.

4. Use common sense and good judgement. Be aware of your association with 41 Club and ensure your profile and related content is consistent with how you wish to present yourself.

5. 41 Club works with several high-profile people. Please don't approach high profile people from your personal social media accounts to ask them to support 41 Club, as this could hinder any potential relationships that are being managed by others.

If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support 41 Club, please speak to the Communications and IT Team to share the details.

7. If a member is contacted by the press about their social media posts that relate to 41 Club, they should talk to the National Communications and IT Officer immediately and under no circumstances respond directly.

8. 41 Club 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 41 Club, members are expected to hold 41 Club's position of neutrality. Members who are politically active in their spare time need to be clear in separating their personal political identity from 41 Club's and understand and avoid potential conflicts of interest.

9. Never use 41 Club's logos or trademarks unless approved to do so. Permission to use logos should be requested from the National Communications and IT Officer .

10. Always protect yourself and 41 Club. 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. When you are using social media sites at work, it is important that you do so safely.

11. Think about your reputation as well as 41 Club's. Express your opinions and deal with differences of opinion respectfully. Do not insult people or treat them badly. Passionate discussions and debates



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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 members to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support 41 Club and the activities we do. Where appropriate and using the guidelines within this policy, we encourage 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 Communications and IT Team who will respond as appropriate.

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### Principles

#### **Libel**

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether members are posting content on social media as part of their job or in a personal capacity, they should not bring 41 Club into disrepute by making defamatory comments about individuals or other organisations or groups.

#### **Copyright Law**

It is critical that all members abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988 (English Law – other jurisdictions have similar legislation). 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 members make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that 41 Club is not ready to disclose yet. For example, a news story that is embargoed for a particular date.

#### **Discrimination and harassment**

Members should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official 41 Club or Round Table Family 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 or group
- posting images that are discriminatory or offensive or links to such content

Comments of this nature may attract civil or criminal action against the author(s).

#### **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 member considers that a person/people is/are at risk of harm, they should report this to the National Communications and IT Officer 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, members should ensure the online relationship with 41 Club follows the same rules as the offline 'real-life' relationship. 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

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necessary. Members should also ensure that the site itself is suitable for the young person and 41 Club's 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 41 Club and/or the Round Table Family is not a right but an opportunity, so it must be treated seriously and with respect. For members, breaches of policy may incur disciplinary action, depending on the severity of the issue. Members who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the National Secretary.