

Scope of the policy

This policy sets out the requirements that Stubbington u3a has when social media is used to promote its activities by posting short articles and photographs online and on platforms.

This policy deals with the use of all forms of social media, using app's and internet postings, including blogs.

This policy links to all other policies and social media should never be used in a way that breaches any of our other policies (e.g. Privacy, Data Protection).

The policy is reviewed on an ongoing basis by Stubbington u3a Committee to ensure it remains effective in its use of social media and complies with all applicable legislation, policies and rules.

Why this policy exists

Stubbington 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 platforms.

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

To minimise these risks, it is expected that any designated administrator (Webmaster) or individual involved in the generation of social media content (hereafter referred to as the "Account holder") adheres to this policy.

This policy aims to:

- Give clear guidelines on what can be said about the organisation
- Comply with relevant legislation
- Help account holders and administrators manage social media effectively
- Help draw a line between private lives and u3a business
- Protect the u3a against liability for the actions of Account holders.
- Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

Responsibility for implementing the policy

- All account holders 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 Chair and dealt with as soon as possible.

Authorised users

- Account holders of Stubbington u3a social media must be current members, or specifically authorised by the Committee.
- The policy applies regardless of whether the social media is accessed using u3a IT equipment or equipment belonging to account holders.

Purposes of a social media account

An account is for use as a means of disseminating information only.

It exists to:

- Promote the activities of Stubbington u3a to existing members
- Raise awareness of the activities of Stubbington u3a, and the wider u3a movement, amongst potential members and the general public.

Guidelines for responsible use of social media

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

- It is important to remember that any authorised account holder who posts is an ambassador for Stubbington u3a and that social media is never private.
- Account holders 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.
- Account holders are expected to exercise good judgement and common sense in what they post.
- In any cases of doubt about the suitability or legality of a possible post, account holders should confer with the Committee.
- Social media posts should present Stubbington u3a and its members in a positive light.
- In selecting material for posting, priority should be given to publicising Stubbington u3a activities and events. Other material could include other not-for-profit information which would be of interest to Stubbington u3a members.
- Posts must not include disparaging or defamatory statements about Stubbington u3a or any part of the National u3a network, u3a members past or present, suppliers, vendors, other stakeholders or any other individuals.
- Posts need to be factual and accurate and material from external parties should be validated, if considered necessary.
- Posts must not infringe on the copyright or intellectual property of others. This includes trademarks, logos, names, slogans text, photographs and graphics.
- Stubbington u3a social media is not to be used for commercial or political purposes in any form.
- It is very important to respect confidentiality at all times and protect confidential information and be mindful of Data Protection issues.
- Consent must be obtained prior to posting images or text which may be used on social media, as per our Membership application form and Group registers.
- If content in social media is found that disparages or reflects poorly on the u3a or our members, it should be reported to the Chair.
- Stubbington u3a social media is not the appropriate place to resolve issues, complaints or suggestions by members or non-members of the u3a.
- Account holders should respond to constructive criticism and delete anything unconstructive in order to keep the content relevant and respectful.
- Account holders are required to remove internet postings by others which are deemed to constitute a breach of this policy.

Date approved: May 2024

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