

# Ashby u3a Social Media Policy

## Scope

This policy sets out guidelines on how social media should be used to promote Ashby u3a. It sets out what members need to be aware of when interacting in online spaces and how and what they can post, while protecting Ashby u3a and its reputation and preventing any legal issues.

## Why do we need a social media policy?

Members using any Ashby u3a social media should observe the standards laid out in this document. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

## 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, X formerly known as Twitter, LinkedIn, TikTok and Instagram. Social media can be used as a tool to complement the Ashby u3a website and newsletter, enabling the sharing of information about u3a's activities.

## General Guidelines

Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible, so consider the content carefully.

It is important to abide by the Ashby u3a Code of Conduct and respond to any differences of opinion respectfully and politely.

Ashby u3a does not hold a view on, or have links with, political, religious or other ideological groups as its ethos is to remain neutral at all times. When representing Ashby u3a, members are also expected to remain neutral and to not comment on such matters.

Members should not set up other social media sites on behalf of Ashby u3a, nor should they post Ashby u3a material to other existing social media sites. This could confuse messaging and brand awareness. By having an official outlet, Ashby u3a can ensure consistency and focus on building a strong following.

## Content of posts or comments

Posts can include, for example, informing users of upcoming meetings, visits, changes to times and dates, national u3a initiatives, details of new interest groups, meeting reports and photos. Posts from national u3a and other u3as can also be shared if they are of interest to members.

Personal details and photos should not be shared without the permission of the person concerned. When taking group photos for publication, Group Leaders should ensure that participants are offered the chance to opt out of appearing in the photo.

Posts and comments should not be used for complaints about Ashby u3a. Refer to Ashby u3a's Complaints Procedure.

### **Posts must not be libellous.**

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. When members are posting content on social media in a personal capacity, they should not bring Ashby u3a into disrepute by making defamatory or contentious comments about individuals or other organisations or groups.

### **Posts must not break copyright laws**

Members should abide by the laws governing copyright under the Copyright, Designs and Patents Act 1988. Do not use or adapt someone else's images or written content without permission. Failing to acknowledge the source, author or resource citation, when permission has been given, is also considered a breach of copyright.

Ashby u3a's logos should not be used without permission from the Ashby u3a committee.

## Which social media channels do we use?

Ashby u3a has a Facebook page. We do not currently have a presence on any other social media channels; therefore the rest of this document relates only to Facebook.

## Facebook Guidelines

### Purpose of Ashby u3a's Facebook page

To inform members and also non-members of Ashby u3a activities and the benefits of u3a membership.

While we hope u3a members will find our Facebook page useful and interactive, use of Facebook is entirely optional.

### Point of contact for Facebook

Supported by the Facebook Steering Group, our Facebook Administrator is responsible for the day-to-day publishing, monitoring and management of our Facebook page.

## How is content of the page controlled and monitored?

Only those members authorised to do so by the Facebook Administrator will be able to post directly on the Ashby u3a Facebook page. This is currently the Facebook Administrator and a maximum of 3 members of the Facebook Steering Committee. This is to ensure that all Facebook content reflects Ashby u3a's principles and to avoid irrelevant or inappropriate messages being posted.

Any other member can send material to the Facebook Administrator for approval and posting. See below.

Any Facebook user can add a comment under a post. These comments are monitored by the Facebook Administrator and can be deleted and/or the user blocked from the page if they fail to follow the guidelines above.

## How do I submit a post for publication on the page?

Contents to be posted on Facebook should be emailed to the Facebook Administrator at [facebookmods@ashbyu3a.co.uk](mailto:facebookmods@ashbyu3a.co.uk)

Provided it follows our guidelines, it will be posted on Facebook for you. We reserve the right to correct spelling and grammar if required.

### ***A by Group Leaders***

Group leaders (or a nominated group member who will communicate on behalf of the interest group) are encouraged to publicise information relevant to Ashby u3a, for example details of forthcoming or past events or meetings. If you wish to supply a photo (although photos aren't essential) please ensure that you have the participants' permission.

### ***B by Individual u3a Members***

There may be occasions when individual members wish to post on the page, for example if wishing to gauge interest in starting a new interest group.

## How do I comment on a post?

To comment on a post or to respond to a previous comment, click in the box below the comment and type your comment.

Members who are unsure about whether something they propose to do on Facebook might breach this policy, should seek advice from the Facebook Administrator on [facebookmods@ashbyu3a.co.uk](mailto:facebookmods@ashbyu3a.co.uk)

This policy was implemented on 14<sup>th</sup> May 2024

Next review date May 2026