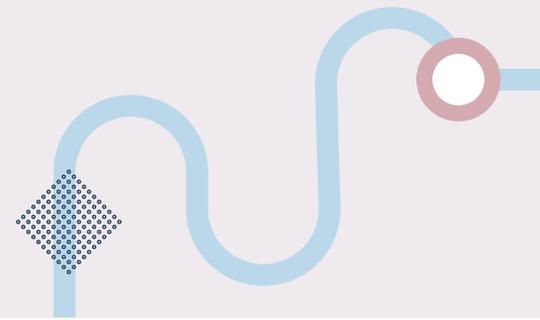


# Social Media Policy



Centre Name	
Centre Address	

Policy Name	Social Media Policy
Policy Number	
Date Created	
Effective Date Adopted by the Board	
Version Number	
Date of Last Version	
Administrator Responsible	
Administrator Contact Information	

## POLICY HISTORY

Version Number	Approved by	Revision Date	Author

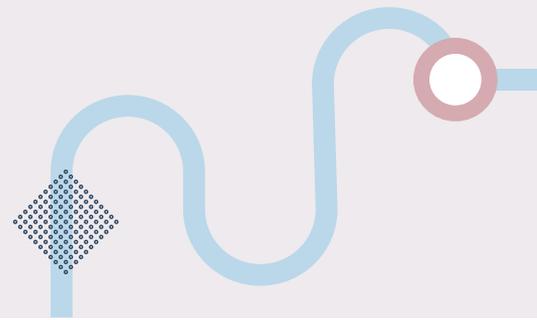
## DOCUMENT CONTROL

Document Ref		Title	Social Media Policy
Version & Date		Author	
Directorate:		Approved by Management	
Reviewed		Change History	

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# Social Media Policy



Enter Centre Name Here	
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## SOCIAL MEDIA POLICY

At \_\_\_\_\_, we recognise that social media have become increasingly important and influential communication channels that involve the expression of both personal and professional opinions, the sharing of links, images, and other information. The same laws, professional expectations, and guidelines for interacting with staff, community groups, funders, and others, apply online as in the real world. A Social Media policy and Guidelines have been developed to clarify how best to use these tools.

The purpose of the Social Media policy is:

- To enhance and protect the community centre, its staff and users' personal and professional profiles and reputations in the social media space while ensuring that the image and reputation of \_\_\_\_\_ is not compromised in any way.
- To promote effective and innovative use of social media.

## INTRODUCTION

At \_\_\_\_\_ we recognise the numerous benefits and opportunities that social media presents. Social media channels have become important and influential communication channels that involve the expression of both personal and professional opinions, along with the sharing of links, images, and other information, often with accompanying endorsements.

This can sometimes result in the lines between the expression of an individual's personal or professional views, and those of \_\_\_\_\_, becoming blurred. However, the same laws, professional expectations, and guidelines for interacting with staff, centre user group and funders apply equally online as in the offline world.

The fact that the content of such media is generated by the users poses a unique set of legal and reputational risks to the community centre and it has developed this Social Media policy, and additional guidelines, to help clarify how best to use these new evolving tools to the professional benefit of the community centre, its staff and user groups.

We actively encourage our staff and the community to use social media platforms in a positive and safe manner. \_\_\_\_\_ adopts an inclusive approach to supporting appropriate and effective use of social media for the benefit of the community. This policy will be reviewed on an annual basis and \_\_\_\_\_ will ensure that this policy, and any future changes, are accessible to all users.

## SCOPE

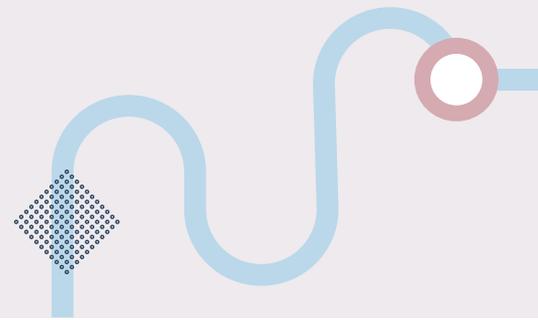
This policy applies to all \_\_\_\_\_ staff, the community and/or external parties and governs the use of social media sites by users communicating, with and/or on behalf of, or in reference to, the \_\_\_\_\_.

This may arise in a variety of ways including:

- Use of \_\_\_\_\_ social media sites such as: - Social media sites created by the \_\_\_\_\_ (including \_\_\_\_\_ profile pages created on third party sites such as Facebook, Twitter, LinkedIn, YouTube, etc.



# Social Media Policy



- Use of personal accounts on third party social media sites when using \_\_\_\_\_ systems and/or equipment, inside or out of normal \_\_\_\_\_ work time, and whether on \_\_\_\_\_ or personal devices. For the purposes of this policy:
- 'Staff' means all full-time and part-time employees of \_\_\_\_\_ and its subsidiary companies (if applicable).
- 'User' means all clients and users of the community
- 'External Parties' means all \_\_\_\_\_ contractors, funders, visitors

## Definition

\_\_\_\_\_ defines 'Social Media' as all external online environments, in which content is created, consumed, promoted, distributed, discovered, or shared. There are many different types of social media channels which attract specific audiences for different purposes. Some channels may be more appropriate for the \_\_\_\_\_'s or individuals needs than others, particularly in relation to social networking.

Legal & policy basis social users should be conscious that all information posted to social networking sites must adhere to the legislation in force at the time. Particular attention should be paid to the following Acts:

- Copyright and Related Rights Acts 2000, 2004 and 2007
- Data Protection Acts 1988 and 2003 and 2018
- The Child Trafficking and Pornography Acts 1998 and 2004
- Defamation Act 2009
- Equal Status Act 2000 and 2012
- Prohibition of Incitement to Hatred Act 1989.

Please note that certain additional \_\_\_\_\_ standards and policies supplement this policy and should be read in conjunction with this policy. These include, but are not limited to, the following:

- Policy to Promote Respect and to Protect Dignity
- Code of Conduct for the Use of Computer Resources
- Data Privacy policy

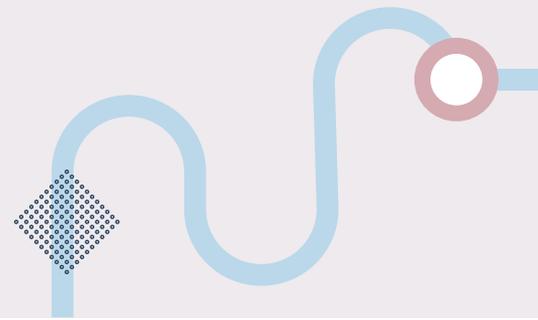
**Users must comply with the following rules.**

## General Responsibilities

- It is the responsibility of users to read and act in accordance with the contents of this policy. Users are personally responsible for what they communicate on or through social media and they must adhere to the standards set out in this policy and all other relevant \_\_\_\_\_ policies.
- Users should check the terms and conditions of a social media platform before uploading material to it as by posting material ownership rights and control of the content may be released. For this reason, it is important to exercise caution in sharing information and images especially where doing so expressly, or by implication or innuendo, identifies a third party.



# Social Media Policy



- \_\_\_\_\_ understands that community clubs and organisations benefit from having their own social media presence. These platforms are to be monitored and managed by the specific community groups and in accordance with the contents of this policy.

When contributing to the \_\_\_\_\_'s social media activities users should be aware that they are also representing \_\_\_\_\_.

## USER RESPONSIBILITIES

- Do not post material that could reasonably be deemed threatening, harassing, illegal, obscene, defamatory, or slanderous towards any individual or entity.
- Do not post information which is confidential to the \_\_\_\_\_. Users should not post confidential information about \_\_\_\_\_, it's user groups, external parties or employees (see \_\_\_\_\_'s Data Protection Guidelines). Care should be taken to use good ethical judgment and to ensure that all \_\_\_\_\_ privacy and confidentiality policies are adhered to. Users who share confidential information do so at the risk of disciplinary action.
- Do not use pseudonyms or seek to impersonate any other person.
- Do not infringe copyright and/or intellectual property. When posting, be mindful of the copyright and intellectual property rights - including inventions, literary and artistic works (images, videos, audio), and symbols, names, images, and designs - of others and of the \_\_\_\_\_. For example, in the case of photographs posted on social media sites which can be easily copied by visitors to those sites. To safeguard the rights of individuals involved the \_\_\_\_\_ has a policy of securing written consent from all relevant parties (where appropriate) and of limiting the extent of that consent to \_\_\_\_\_ business and the promotion of the \_\_\_\_\_ online and offline. The consent does not extend to any purposes outside that remit.
- The \_\_\_\_\_ Trademark, including its name and/or logos, is not to be used for endorsements. Unless you are positively promoting a cause or event related to \_\_\_\_\_, do not use the \_\_\_\_\_ name, logo or any other \_\_\_\_\_ images originating from, or commissioned by, the \_\_\_\_\_ on personal or parody social media sites. Do not use \_\_\_\_\_'s name to promote a product, cause, petition, political party or candidate.
- Do not promote or advertise a commercial product or promote business or membership or financial or other support in any business, group or organisation except those which are officially approved by \_\_\_\_\_ and only if you are an agent of the \_\_\_\_\_ whose specific remit is to secure funding or sponsorship on the \_\_\_\_\_'s behalf, e.g. \_\_\_\_\_ fundraising sub group
- Respect \_\_\_\_\_ time and property. \_\_\_\_\_ computers and time on the job are reserved for \_\_\_\_\_ related business as approved by line managers / supervisors and in accordance with \_\_\_\_\_ policy.
- All social media platforms have rules, policies and guidelines which cover everything a user needs to know regarding best practice whilst using the platforms.
- To establish a new social media account, permission must be sought and granted from the Board of Management



# Social Media Policy



## **ROLES AND RESPONSIBILITIES:**

### **Centre Manager**

- Manage all staff assigned to use community centre social media
- Designated staff will be trained on the use of social media for the centre.
- Username and passwords to be assigned to users.
- Social media use to be reviewed.

### **Staff – All**

- Only work-related social media use is allowed during the working day.
- Content posted to the centre social media page should relate to the community centre and activities associated with it.
- Posts of a personal nature should not be put on the centre pages.
- Direct messages should be checked daily and replied to daily.
- Any posts by others on the page of an inappropriate nature should be reported to the centre Manager immediately for removal.
- The community centre will only 'Like' or follow other Facebook accounts / identities from recognisable public facilities and groups and projects similar to itself.

### **Content**

\_\_\_\_\_ Facebook pages are managed by the centre Manager and centre Attendants.

If you follow \_\_\_\_\_, you can expect at least one post per day covering some or all of the following:

- Press Releases and speeches.
- Event information.
- Alerts about new classes.
- "Emergency" communications or notices of disruptions to the website if they occur.
- Timetable information.

### **Following**

The community centre will "Like" or follow other Facebook accounts / identities from recognisable public facilities and groups and projects like itself.

If a person follows the community centre, \_\_\_\_\_ will not automatically follow them back.



# Social Media Policy



## Availability

\_\_\_\_\_ will update and monitor our Facebook account during office hours, Monday to Friday.

Facebook may occasionally be unavailable, and we accept no responsibility for lack of service due to Facebook downtime.

## Direct Messages

\_\_\_\_\_ welcomes feedback and ideas from all our followers, whether registered users or not.

\_\_\_\_\_ will try to join the conversation where possible. However, will not be able to reply individually to all the messages received via Facebook.

## Authorised Users

- The internet is available for business use by the staff of the centre and Clients, as agreed by the centre Manager.
- This is not a public Wi-Fi internet and therefore not available for public use.

## Security

To ensure continued security the password to access the internet should be changed every six months and recorded.

Below are additional suggestions that may be relevant to your organisation. This should be then issued to the authorised users.

## Reference Policy

The following is the social media policy of \_\_\_\_\_.

Welcome all members to the \_\_\_\_\_'s Facebook page.

The purpose of this page is to communicate with our members in relation to the activities and events in the centre and in relation to certain events that are happening in the area.

It offers members the opportunity to ask questions / queries in relation to activities and events.

All users of Facebook have the right to remove unwanted content posted by others on their page, and we reserve the right to moderate comments and remove any that are considered to:

- Personally attack another commenter / client / centre user / centre staff or any other person.
- Persistently misrepresent our content. While we welcome constructive criticism and feedback, personal attacks or continual and repeated criticism of our content will be removed.
- "Shout" – that means comments written in ALL CAPS.
- Advertise or spam.
- Contain expletives, images or videos containing nudity, sexual acts or excessive violence.



# Social Media Policy



- Contain content deemed to be potentially defamatory, libellous, obscene, offensive, pornographic, vulgar, profane, indecent, or otherwise unlawful.
- Racially or religiously vilify any person, or incite hatred or violence, or be likely to insult, offend or humiliate others based on race, religion, ethnicity, gender, age, sexual orientation, or any physical or mental disability.
- Be false, misleading or deceptive.
- Contain completely off-topic or repetitive content.
- Link to unrelated personal blogs or websites. Links to other news stories or websites relevant to the discussion will be allowed.

Please note users take part in this forum at their own risk, taking personal responsibility for their comments, username, and any information they provide.

The appearance of external links does not constitute official endorsement by

\_\_\_\_\_.

Users who repeatedly breach this policy will be blocked.

If you have any concerns about content posted on this page, please contact us via email :

Email	
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