



# Social Media Policy

## The Brunton Memorial Hall

Riverside Rise

Allington

Wiltshire

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### Purpose

The widespread availability and use of social networking applications bring opportunities to understand engage and communicate with the public in new ways. It is important that the Brunton Memorial Hall Committee (TBMHC) is able to use these technologies and services effectively and flexibly. However, it is also important to ensure that the TBMHC balance this with its responsibilities to the electorate; its legal responsibilities and its reputation. The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice. The purpose of this policy is to ensure:

- The Brunton Memorial Hall Charity is not exposed to legal and governance risks;
- The reputation of the Charity is not adversely affected;
- Our users can clearly distinguish where information provided via social networking applications is legitimately representative of the Committee as agreed.

### Scope

This policy covers the use of social networking applications by TBMHC employees, Elected Members, Co-opted Members and by partners or other third parties (including contractors and volunteers) acting on behalf of the TBMHC. These groups are referred to collectively as 'TBMHC representatives' for brevity. The requirements of this policy apply to all uses of social networking applications which are used for any TBMHC-related purpose and regardless of whether the applications are hosted corporately or not. They must also be considered where TBMHC representatives are contributing in an official capacity to social networking applications provided by external organisations. Where an individual's personal account makes reference to their role as a TBMHC representative the guidelines within this policy may also apply.

### What is social media?

Social networking applications include, but are not limited to:

- Blogs
- Online discussion forums
- Collaborative spaces
- Media sharing services, for example YouTube
- 'Micro-blogging' applications, for example, Twitter.

Many of the principles of this policy also apply to other types of online presence such as virtual worlds and RSS aggregation services and the use of these services should also be discussed with the Secretary to the TBMHC. All TBMHC representatives should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in line with TBMHC's Equality and Diversity Policy and General Data Protection Regulations. The use of social networking applications in work time for personal use only is not addressed by this policy. This policy is based on the Civil Service Code: Principles for Participation Online and advice produced by the Chartered Institute of Public Relations and other sources of good practice.

## **Enforcement**

Any breach of the terms set out below could result in the application or offending content being removed in accordance with the published complaints procedure and the publishing rights of the responsible TBMHC representative being suspended. The Secretary reserves the right to require the closure of any applications or removal of content published by TBMHC representatives which may adversely affect the reputation of the TBMHC or put it at risk of legal action.

## **Policy**

All proposals for using social networking applications as part of a TBMHC service (whether they are hosted by the TBMHC or by a third party) must be approved by the TBMHC.

TBMHC representatives must adhere to the following Terms of Use. The Terms of Use apply to all uses of social networking applications by all TBMHC representatives. This includes, but is not limited to, public-facing applications such as open discussion forums and internally-facing uses such as project blogs regardless of whether they are hosted on corporate networks or not.

Where applications allow the posting of messages online, users must be mindful that the right to freedom of expression attaches only to lawful conduct. TBMHC expects that users of social networking applications will always exercise the right of freedom of expression with due consideration for the rights of others and strictly in accordance with these Terms of Use.

## **Terms of Use**

Social networking applications as defined above.

Must not be used to publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claims for damages. This includes but is not limited to material of an illegal, sexual or offensive nature that may bring the TBMHC into disrepute.

Must not be used in an abusive or hateful manner.

Must not breach the TBMHC Equality and Diversity Policy.

TBMHC pages must not be used for party political purposes or specific campaigning purposes as the TBMHC is not permitted to publish material which 'in whole or part appears to affect public support for a political party' (LGA 1986).

Official TBMHC profiles and pages must not be used for the promotion of commercial ventures. Where individuals, including those from partner organisations and other volunteers, are involved and are acting on behalf of TBMHC, they will also be expected to comply with the relevant TBMHC policies.

Where social networking applications are being managed by TBMHC representatives, appropriate feedback and complaint information must be published in a prominent place which is easily accessible to other users.

TBMHC representatives should identify themselves as such where appropriate on social networking applications when speaking in an official capacity.

TBMHC representatives should ensure that any contributions they make are professional and uphold the reputation of the TBMHC.

The following persons have responsibility for specific items:

Social Media Policy	<b>Helen Rice</b>
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