

## **Discover Groomsport**

### **Social Media Policy**

Discover Groomsport recognises that social media has an important role to play in how it communicates with, engages and promotes dialogue with members, and residents of Groomsport.

Social media has significant advantages in increasing connectivity, education, raising awareness and building communities. However, there can be significant drawbacks including the spread of fake news and rumours, the risk of an increase in cyber-attacks and an unwelcome invasion of personal privacy.

We are committed to protecting and respecting your privacy.

Discover Groomsport does not currently have branded social media channels, but uses two local Facebook groups (Groomsport's Generations and Groomsport Gleanings) to promote the work of the charity alongside other personal and wider social media channels.

This policy relates to all posts about the charity on all social media platforms.

### **Guidelines on the Use of Social Media**

This guidance is for trustees and all members of Discover Groomsport who have private social media channels, or post to local Facebook groups.

- Information published on your personal social media channels, or posts about the charity on public social media platforms, should comply with the charity's Privacy and Use of Personal Information Policy.
- Be respectful to the charity, members, trustees, and our partners.
- Your online presence reflects the charity. Be aware that your actions captured via images, posts, or comments can reflect that of our charity.
- Do not reference the comments of partner organisations without their express consent.
- Respect copyright laws, and reference or cite sources appropriately. Plagiarism applies online as well.
- Company logos and trademarks may not be used without written consent.

Where no policy or guideline exists in relation to social media community guidelines (e.g. such as community guidelines for the appropriate use of Facebook or Twitter), members, volunteers, and trustees should use their professional judgment and take the most prudent action possible. Consult with the trustees if you are uncertain.

Personal blogs and any social media post that is not sanctioned by the charity should have clear disclaimers that the views expressed by the author on social media relating to the charity is the author's alone and do not represent the views of the charity. Be clear and write in first person. Make your writing clear that you are speaking for yourself and not on behalf of the charity.

### **Acceptable Use of Social Media**

The vast majority of people who use social media do so with respect and tolerance. However, in the event of unacceptable use of social media by any member of the public (including members and

trustees of Discover Groomsport), we reserve the right to take action in relation to social media posts or messages. Unacceptable behaviour includes (but is not limited to) social media posts or messages which breach the following rules (referred to as House Rules):

- Use any abusive, offensive, defamatory, discriminatory, threatening, harassing, bullying, racist, sexist or other inappropriate comments which are perceived or intended to cause concern, upset or harm to others.
- Incite hatred on the basis of race, religion, gender, nationality or sexuality or any other personal characteristic.
- Incite someone/people to break the law.
- Contain inappropriate material (photographs or video).
- Target named members or trustees with direct, unacceptable, criticism.
- Breach confidentiality, share personal details, such as private addresses, phone numbers, email addresses or other online contact details.
- Repetitive negative messages which aim to provoke a response or do not constructively add to the conversation and cause upset.
- Comments that impersonate or falsely claim to represent a person or organisation.
- Breach of any of the terms of any of the social media platforms themselves (usually referred to as community guidelines).
- Discover Groomsport reserves the right to amend these House Rules at any time.

### **How We Will Deal with Unacceptable Behaviour**

In the event of unacceptable behavior, the following steps will be taken:

- In the first instance, we will ask social media administrators/providers to hide or delete any posts which we view to be offensive or breach the above House Rules and moderation guidelines. A written statement to the author will be issued via a private direct social media message with a link to the charity's Social Media Policy.
- If unacceptable behaviour continues the charity will consider removing members, including trustees, from the charity.
- A decision to remove a member or trustee will be reported to the monthly trustees meeting.
- The matter may also be reported to the social media platform and police where behaviour amounts to abuse or harassment or a criminal offence is suspected.

The charity reserves the right to take whatever action that may be necessary in the case of libellous or defamatory posts/messages.

We reserve the right to modify or change these conditions at any time.

If you have a query, email: [discovergroomsport@gmail.com](mailto:discovergroomsport@gmail.com)