

FIFE u3a SOCIAL MEDIA POLICY

1 Scope of the policy

This policy applies to the work of Fife u3a. It sets out the requirements that Fife u3a has when social media is used to promote its activities by posting short articles and photographs online.

This policy deals with the use of all forms of social media, including Twitter, Facebook, YouTube and all other social networking sites, and all other 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 Fife u3a committee members to ensure that Fife u3a remains effective in its use of social media and complies with all applicable legislation, policies and rules.

2 Why this policy exists

Fife 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, such as Twitter, Facebook and YouTube.

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 or individual involved in the generation of social media content (hereafter referred to as "Editor") adheres to this policy.

This policy aims to:

- give clear guidelines on what can be said about the organisation
- comply with relevant legislation
- help Editors 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 Editors
- be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

3 Responsibility for implementing the policy

- All Editors 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.

4 Authorised users

- Editors of Fife u3a social media must be Committee members, or specifically authorised by the Committee.

- The policy applies regardless of whether the social media is accessed using u3a IT facilities and equipment or equipment belonging to Editors.

5 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 Editor who posts is an ambassador for Fife u3a and that social media is never private.
- Editors 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.
- Editors 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, Editors should confer with the Chair or Vice-Chair.
- Social media posts should present Fife u3a and its members in a positive light.
- In selecting material for posting, priority should be given to publicising Fife u3a activities and events. Other material could include other not-for-profit information which would be of interest to Fife u3a members.
- Posts must not include disparaging or defamatory statements about:
 - Fife u3a or any part of the National u3a network
 - u3a members past or present
 - Suppliers, vendors and other stakeholders
 - 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.
- Fife 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.
 - A publicity consent form must be obtained prior to posting images or text which may be used on social media, unless already covered elsewhere by permissions previously given to our u3a.
- If content in social media is found that disparages or reflects poorly on the u3a or our stakeholders, it should be reported to the Chair.
- Fife u3a social media is not the appropriate place to resolve issues, complaints or suggestions by members or non-members of the u3a.
- Editors should respond to constructive criticism and delete anything unconstructive in order to keep the content relevant and respectful.
- Editors are required to remove internet postings by others which are deemed to constitute a breach of this policy.

6 Guidelines for use of specific social media

Appendices for specific social media channels will be added to this policy as required.

Fife u3a	
Social Media Policy	V1.0 24 October 2022

Last updated – 24 October 2022

Policy approved – 24 October 2022

Policy review date/event – 24 October 2023 or on adoption of any new social media platforms

Appendix 1 Fife u3a Twitter Account

[Fife u3a \(@Fife_u3a\) / Twitter](https://twitter.com/Fife_u3a) (twitter.com/Fife_u3a)

Established August 2022

Purposes of the account

This account is for use as a means of disseminating information only, NOT as a discussion forum.

It exists to:

- promote the activities of Fife u3a to existing members
- raise awareness of the activities of Fife u3a, and the wider u3a movement, amongst potential members and the general public
- Retweet selected Twitter posts of other charitable or voluntary (non-commercial) organisations in the Fife area which may be of interest to members.

Guidelines

- Individual Tweets are (currently) restricted to 280 characters.
- To keep the account fresh, a target of at least one Tweet per month is suggested.
- Tweets will have more impact if they include some visual content, but this will be subject to the same rules as apply to materials used for any other publicity purposes.
- Tweets will be posted by the Editor nominated by Fife u3a Committee.
- Tweets will comply with all Fife u3a policies.
- Twitter does not allow comments on Tweets to be fully disabled. Tweets created by Fife u3a will use the maximum restriction currently offered, which is to only allow replies from any individuals mentioned in a Tweet.
- Details of Monthly Meetings will be Tweeted one week before the scheduled meeting, with a follow-up Tweet within a few days after the meeting.
- Group Leaders will have the option of suggesting Tweets either in advance of or following any of their activities.
- Fife u3a will comply with all current Twitter rules.
- The Fife u3a Twitter profile will be complete, accurate and up to date at all times.