

SOCIAL MEDIA POLICY

Online social media policy

This policy provides guidance on how Leigh & District u3a uses the internet and social media, and the procedures for doing so. It also outlines how we expect members to behave online.

The aims of this online policy are:

- To provide committee members, group facilitators and all members with policy and procedure information regarding online safety and inform them how to respond to an incident.
- To ensure Leigh & District u3a is operating in line with our Code of Conduct and within the law regarding how to behave online.

Understanding the online world

As part of using the internet and social media, Leigh & District u3a will:

- Understand the safety aspects – including what is acceptable and unacceptable behaviour for all members when using websites, social media, apps and other forms of digital communication.
- Be aware that it does not matter what device is being used for digital interaction, but that the same aspects apply whether it is a computer, mobile phone, or tablet.
- When using social media platforms (including Beacon, Facebook and Instagram), ensure that we adhere to the Code of Conduct, relevant legislation and good practice guidelines.
- Regularly review the existing Code of Conduct and other policies and procedures to ensure that online safeguarding issues are fully integrated, including making sure any concerns of abuse or disclosures that take place online are written into our reporting procedures.

Managing our Online Presence

Our online presence through our website, Beacon, Facebook, Instagram and any other new platform that is deemed necessary, will adhere to the following guidelines:

- All u3a accounts will be password-protected, and at least 2 members will have access to each account and password.
- The account will be monitored by a designated person, who will have been appointed by the committee.

- Where needed, the designated person managing our online presence will seek advice from our Diversity and Inclusion officer.
- A designated person will remove inappropriate posts on our social media pages.
- For Facebook and Instagram, the account, page and event settings will be set to 'public' however only 2 committee members can post on these platforms. All comments in relation to these posts are monitored to ensure they comply with our Code of Conduct.
- Photographs used in our social media must have the permission of those in the images.
- All online posts or email correspondence will be consistent with our aims.
- All u3a accounts and email addresses will be appropriate and fit for purpose. It is good practice for the Committee and Group Facilitators to use a u3a email address.

What Leigh & District u3a expects from the Committee, Group Facilitators and Members

- To be aware of this policy and behave in accordance with it.
- To seek the advice of the Publicity Officer if they have any concerns about the use of the internet or social media.
- Any content posted is accurate, appropriate and adheres to the Code of Conduct
- Smartphone users should respect the private lives of others and not take or distribute pictures of other people if it could invade their privacy.

Use of other digital devices and programmes

- The principle in this policy applies no matter which current or future technology is used – including computers, laptops, tablets, – and whether an app, programme or website is used.
- If any digital devices are used as part of activities within the organisation members are expected to adhere to these guidelines.
- All members are expected to adhere to the guidelines surrounding online use and behaviour set out in this and our Code of Conduct