

# Social Media Policy

**The Haflinger Society of Great Britain** uses social media for keeping in touch with it's members and recognises that those who are on the committee may also use social media either as part of their role or in their private lives. A written policy is therefore required for all members on the acceptable use of social networking.

**The Haflinger Society of Great Britain** encourages the responsible use of social media. The purpose of this policy is to set out to be clear about what we expect from our members when using social media. It is important to remember that we are all ambassadors for the charity and that social media is never private.

This policy is solely for volunteers and aims to:

- give clear guidelines on what members can say about the organisation;
- comply with relevant legislation and protect members;
- protect the Haflinger Society of Great Britain against liability for the actions of volunteers;
- be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

## 1. Policy statement

**1.1 The Haflinger Society of Great Britain** recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our cause using a wide variety of social media, such as Facebook, Twitter and blogs. **This policy aims to protect individuals volunteering with us in any role and to encourage you to take responsibility for what you write, exercise good judgment and common sense. (See 2.1)**

**1.2** Inappropriate use of social media can put individuals under considerable stress and worry, and an individual's comments can be construed as being representative of the Society.

## 2. Who is covered by the Policy?

**2.1** This policy covers all members.

### **3. Scope and purpose of the Policy**

**3.1** This policy deals with the use of all forms of social media, including Facebook, YouTube, Twitter and **all** other social networking sites, and **all** other internet postings, including blogs.

**3.2** It applies to the use of social media both for volunteering and personal purposes, whether while volunteering or otherwise.

**3.3** If a member or committee member is found to be in breach of this policy they will be contacted by the Facebook Administrator, Chairperson, or suitable Committee Member.

**3.4** Members may be required to remove internet postings which are deemed to constitute a breach of this policy.

**3.5** If a member refuses to remove the internet postings, or continually abuses the policy, they may risk being asked to leave the society. No membership fees will be refunded.

### **4. Personnel responsible for implementing the Policy**

**4.1** All members have a specific responsibility for operating within the boundaries of this policy, ensuring that all members understand the standards of behaviour expected of them and taking action when behaviour falls below this.

**4.2** All members are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to the Society's secretary.

### **5. Guidelines for responsible use of social media**

The following sections of the policy provide members with common-sense guidelines and recommendations for using social media responsibly and safely.

**5.1** We want you to help protect our Society's reputation. Members must not post disparaging or defamatory statements about:

**a The Haflinger Society of Great Britain;**

**b The Haflinger Society of Great Britain's** members past or present;

**c** suppliers and vendors; and

**d** other affiliates and stakeholders.

Members should also avoid social communications that might be misconstrued in a way that could damage our society's reputation, even indirectly.

**5.2** Members are personally responsible for what they communicate in social media (as part of the Haflinger Society facebook pages or on personal sites). Remember that what you publish might be available to be read by the masses including other members, future members and social acquaintances for a long time. Keep this in mind before you post content.

**5.3** There is no obligation for volunteers to link their personal social media to any **The Haflinger Society of Great Britain** social media

**5.4** If you disclose your affiliation as a member of **The Haflinger Society of Great Britain** on any social media, not owned by the society, you must also state that your views do not represent those of the organisation you are member with. For example, you could state, "the views in this posting do not represent the views of the Haflinger Society of Great Britain."

**5.5** You are responsible for the security settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.

**5.6** If you are a committee member, you must remember that you must respect confidentiality at all times and protect confidential information. You should be mindful of Data Protection issues. Confidential information includes things such as unpublished details about our work, details of current projects, future projects, financial information or information held on our members

**5.7** If you see content in social media that disparages or reflects poorly **The Haflinger Society of Great Britain** or our members, you should report it to the Facebook Administrator or the Society's Secretary. All members are responsible for protecting our reputation.

**5.8** Any photographs uploaded to any social media by members, that are clearly watermarked/copyrighted will be asked to remove them. Professional photographs can only be shared once full payment has been made and clean photographs have been received.