



**Talking News Federation**

## **Social Media Policy**

**TALKING NEWS FEDERATION**

**145 VICTORIA ROAD, SWINDON SN1 3BU**

**Telephone: 01793 485 554**

**Registered Charity No: 1185913**

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## 1. Introduction:

Trustees, volunteers & contractors of the Talking News Federation (TNF) may access social media services and social networking websites when working on TNF projects. This policy sets the rules for any mentions of TNF on social media, whether accessed through TNF's IT systems or via their own personal equipment.

It sets out how Trustees, volunteers & contractors must behave when using TNF's social media accounts. It also describes what individuals may say about TNF on their personal accounts.

This policy should be read alongside other key policies, including the Data Protection Policy and Confidentiality Policy.

## 2. Why this policy exists:

Social media can bring significant benefits to TNF, particularly for building relationships with current and potential stakeholders. However, it is important that everyone who uses social media does so in a way that enhances TNF's prospects, image, and awareness levels, without compromising its integrity.

A misjudged post on social media that mentions TNF could generate complaints or damage the charity's reputation. For example, Trustees, volunteers & contractors should not express party-political views to avoid compromising TNF's political impartiality.

This policy explains how Trustees, volunteers & contractors can use social media safely and effectively.

## 3. Policy scope:

This policy applies to all TNF Trustees, volunteers & contractors who use social media for business or personal reasons. It applies wherever social media use takes place (e.g. on TNF premises, while travelling or working from home) and applies to any post that mentions TNF.

Social media sites and services include (but are not limited to) networks such as: **X** (previously Twitter), **Facebook**, **Tik Tok**, **Flickr**, **Instagram**, and **LinkedIn**. The policy also applies to the **TNTalk** discussion forum.

#### 4. Responsibilities:

Everyone who operates a TNF social media account or who mentions TNF on personal social media accounts is responsible for following this policy. The **Social Media Administrator** is responsible for ensuring requests for TNF assistance and support made via social media are followed up.

#### 5. General social media guidelines:

- **The power of social media:** TNF recognises that social media offers a platform for marketing, raising awareness and staying connected with members and end users.
- **Basic advice:** Regardless of which personal or business social networks are used to mention TNF, posting as an individual or on behalf of TNF, following these simple rules helps avoid the most common pitfalls:
- **Know the social network.** Everyone should spend time becoming familiar with a social network before contributing. It is important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates.
- **If unsure, don't post it.** Err on the side of caution when posting to social networks. If you feel an update or message might cause a complaint or offence, you should not post it.
- **Be thoughtful and polite.** Many social media users have got into trouble by failing to observe basic good manners online.
- **Look out for security threats.** Social networks can be used to distribute spam and malware.
- **Don't make promises without checking.** Some social networks are very public, so do not make any commitments or promises on behalf of TNF without ensuring the promise can be delivered.
- **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated enquiries and member/partner issues.

- Don't escalate controversies. It is easy to post a quick response to a contentious status update and then regret it. Take the time to think before responding and hold back if you are in any doubt at all. Think twice before sending, imagine that you're the recipient – what would your response to the message be?

## **6. Personal social media rules:**

TNF Trustees, volunteers & contractors posting material on their own accounts that mentions TNF, must avoid making any social media posts that could bring the charity into disrepute.

You should not defame or disparage TNF, its Trustees, volunteers, contractors, members, listeners, or professional/ charitable contacts. You should never post photographs or images of any person without their express permission and understanding.

Posts that mention or implicate TNF also need to abide by the rules set out in sections 9 – 11 below regarding copyright, confidentiality, security & data protection.

Any critical comments you have about TNF should be pursued through other routes – e.g. by phone or email, not via social media.

## **7. Use of TNF social media accounts:**

This part of the policy covers all use of social media accounts owned and run by TNF.

## **8. Authorised users:**

- Only people who have been authorised to use TNF's social networking accounts may do so.
- Authorisation is usually provided by the TNF Chair. It is typically granted when social media-related tasks form a core part of a volunteer's job.
- Allowing only designated people to use the accounts ensures TNF's own official social media presence is consistent and cohesive.

## **9. Creating social media accounts:**

New social media accounts in TNF's name must not be created unless approved by the TNF Chair.

## 10. Purpose of TNF social media accounts:

TNF social media accounts may be used for a range of different purposes. For instance, TNF social media accounts may be used to:

- Respond to simple end-user enquiries and requests for help (see *para 5.6 above on dealing with complex inquiries*).
- Share blog posts, articles and other content created by TNF.
- Share insightful articles, videos, media, and other content relevant to TNF, but created by others.
- Provide supporters or followers with a TNF insight.
- Promote marketing campaigns and special offers.
- Support new product launches and other initiatives.

To listen and participate in conversations.

## 11. Inappropriate content and uses:

TNF social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring TNF into disrepute or damage TNF's reputation.

Any critical comments you have about TNF should be pursued through other routes – e.g. by phone or email, not via social media.

## 12. Safe, responsible social media use:

Any Trustee, volunteer or contractor using TNF social media accounts must NOT:

- Create or transmit material that might be defamatory or incur liability for TNF.
- Post messages, status updates or links to material or content that is inappropriate. This includes (but is not limited to) material such as: pornography; racial or religious slurs; gender-specific comments; age-related comments; information encouraging criminal skills or terrorism; materials relating to cults, gambling, and illegal drugs. Inappropriate content includes any text, images or other media that could offend someone on the basis of religious or political beliefs, national origin, disability, age, sexual orientation, or any other characteristic protected by law.

- Discuss colleagues, competitors, customers, members, or suppliers without their approval.
- Post, upload, forward or link to spam, junk email or chain emails and messages.

### **13. Creating social media accounts:**

TNF social media accounts must be protected by strong passwords that are changed regularly and shared only with authorised users.

TNF Trustees, volunteers & contractors must not use a new piece of software, app, or service with any of the charity's social media accounts without receiving approval from the TNF Chair or TNF Swindon office.

### **14. Respect copyright:**

TNF respects and operates within copyright laws. Do not use TNF or personal social media accounts to publish or share any copyrighted software, media or materials owned by third parties, unless permitted by that third party.

### **15. Maintain confidentiality:**

TNF or personal social media accounts should not be used to share or link to any content or information owned by TNF that could be considered confidential or commercially sensitive. This might include details of members, or information about future strategy or marketing campaigns.

Do not share or link to any content or information owned by another charity or person that could be considered confidential or commercially sensitive.

### **16. Avoid scams and be aware of security & data protection:**

On both TNF and personal accounts, be aware of the security and data protection issues that can arise from publishing personal details or information using social networks. Avoid sharing personal data about yourself or anyone within TNF that could be harvested for identity fraud purposes.

Be alert for phishing attempts, where scammers may attempt to use deception to obtain information relating to TNF or its members. Never reveal sensitive details through social media channels. Avoid clicking links in posts,

updates and direct messages that look suspicious. In particular, be aware of URLs contained in generic or vague-sounding direct messages.

## **17. Policy enforcement:**

### **17.1 Monitoring social media use:**

TNF reserves the right to monitor how social networks are used and accessed through TNF's IT and internet connections. Any such examinations or monitoring will only be conducted by authorised staff.

All data relating to social networks written, sent, or received through the charity's computer systems is part of official TNF records.

TNF can be legally compelled to show that information to law enforcement agencies or other parties.

### **17.2 Potential sanctions:**

Knowingly breaching this social media policy is a serious matter. Users who do so will be subject to disciplinary action, up to and including termination of any involvement with TNF.

Trustees, volunteers & contractors may also be held personally liable for violating this policy. Where appropriate, TNF will involve the police or other law enforcement agencies in relation to breaches of this policy.

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