



# Social media policy

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# Contents

- 1. Introduction**
  - 2. Our social media channels**
  - 3. Use of social media**
  - 4. Posting photo and video content**
  - 5. Social media law, copyright and crediting**
  - 6. At a glance - some dos and don'ts**
  - 7. Glossary of terms**
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## Introduction

Social media is an increasingly popular form of communication for individuals and organisations and is used both socially and for business.

Social media is used to describe any kind of online tool that you can use for sharing information, which includes blogs, photo sharing, video sharing, social networks and mobile phone applications.

Unlike more traditional forms of communication, social media is an interactive broadcast medium - your messages are likely to be viewed by a much wider range of people than just the intended recipient. This also means that once your message is out there on social media there is no delete button! Even if you delete a post it's likely someone could have seen it, shared it, or screenshotted it.

For this reason, we need to be careful what we put on social media and this policy outlines the ways in which Active Gloucestershire uses social media both personally and as an organisation.

Please make sure you adhere to the guidelines below when using Active Gloucestershire's social media channels to create and share content.

# Our social media channels

We have a variety of social media channels for Active Gloucestershire and we can move.

## **Active Gloucestershire**

 Facebook: <https://www.facebook.com/ActiveGlos/>

 Instagram: <https://www.instagram.com/activegloucestershire/>

 Twitter: <https://twitter.com/activeglos>

 Linked In: <https://www.linkedin.com/company/activegloucestershire/>

## **We can move**

 Facebook: <https://www.facebook.com/wecanmoveglos/>

 Instagram: [https://www.instagram.com/wecan\\_move/](https://www.instagram.com/wecan_move/)

 Twitter: [https://twitter.com/wecan\\_move](https://twitter.com/wecan_move)

 TikTok: [https://www.tiktok.com/@glos\\_wecanmove](https://www.tiktok.com/@glos_wecanmove)

## **Fall Proof**

 Facebook: <https://www.facebook.com/fallproofme/>

# Use of social media

Active Gloucestershire's social media accounts should be used for:

- responding to enquires from AG's and WCM's networks, partners and sponsors, and the general public
- replying and engaging with followers
- sharing blog posts, articles, events, and other content created by the company
- sharing insightful articles, videos, media, and other content relevant to the business but created by others
- providing followers with an insight into what goes on at Active Gloucestershire
- general marketing
- promoting campaigns, events, and other initiatives

Etiquette and engagement

- Employees should sign off content using their first name when replying to an enquiry.
- Don't engage with abusive, rude or negative mentions or comments.
- Don't post any content that includes offensive or derogatory language or swearing.
- Don't share confidential information about Active Gloucestershire, including personal details of any individual and embargoed projects and initiatives.

Content posted on our social media channels should be on brand and reflect Active Gloucestershire's tone of voice. Our tone of voice is:

- simple
- helpful
- encouraging
- optimistic
- friendly, but not overly colloquial or informal

# Posting photo and video content

There are some things to consider before posting photos and videos.

- You cannot post a photo or a film on any social media channel without that individual's consent.
- You must keep a record of using the consent form provided by Active Gloucestershire (this can be accessed via the Marketing and Communications folder).
- If consent is verbal (i.e. over the phone), you must record the individual's contact details and note the exact date consent was given.
- If you are unsure about whether content is appropriate to share, please ask a member of the Communications Team.
- If you use a photo someone else has taken, credit them.

## **Children and young people under 18**

- A parent, teacher, or guardian must give their consent to their child or pupil being filmed or photographed. Please see the Film and Photography policy for guidance on consent around filming and photographing children and young people.
- Consent must be confirmed before posting any film or photography on Active Gloucestershire's social media channels.
- If consent has not been given, any film or photography published by Active Gloucestershire should be removed immediately from Active Gloucestershire's social media channels.



# Social media law, copyright and crediting

If you engage on social media in an objective, balanced, informed and accurate way, then you should be fine but you need to be aware of the below general legal issues:

**Libel/Defamation:** if you publish an untrue statement about a person/organisation which is damaging to their reputation, they may take action against you. This is also true if someone posts something libellous on our site, and we don't take swift action to remove it.

**Data Protection:** it is illegal to publish personal data or photographs of individuals unless they have given you their permission.

**Incitement:** it is a criminal offence to incite any criminal act. It is a criminal offence to make a discriminatory remark about anyone based on a protected characteristic as defined in the Equality Act.

**Harassment:** it is a criminal offence to repeatedly pursue a campaign against someone where this is likely to cause alarm, nuisance or distress.

**Equality:** take care in publishing anything that might be considered sexist, racist, ageist, homophobic or anti-faith to avoid claims of a breach of the equality laws or the staff code of conduct.

**Copyright and crediting:** When sharing or borrowing content from an external source, please tag or credit the original source, e.g. The Daily Mile. This includes any copyrighted film or photography that doesn't belong to Active Gloucestershire.

If working with another organisation on social media content, use the channels collaboration features if possible. If not, tag the organisation in the post.

Copyright using images or text from a copyrighted source, e.g. using bits of publications or other people's photos, without getting permission is likely to breach copyright laws. Don't publish anything you are not sure about without checking first.

# Roles and responsibilities

Here is a list of the key roles and responsibilities related to how we use social media, and who handles what.

Action	Staff member
Message posting and sharing	Communications Team
Crisis management	Head of Communications and Marketing
Social engagement (replying to specific queries)	Communication team supported by relevant member of staff
Social engagement (replying to general queries/interaction)	Communications Team
Security and legal concerns	Head of Communications and Marketing
Social media monitoring	Communications Team

# Employee code of conduct for personal use of social media accounts

We're happy for you to talk about the great work you do at Active Gloucestershire via your personal social media accounts, but remember you are still representing Active Gloucestershire, so what you post or share reflects on our brand. Use the same considerations you would as if you were posting from AG's social channels.

- Avoid swearing or using inappropriate language.
- Avoid discussing or engaging with any negative comments or feedback about the company.
- Be mindful about what you share.
- Don't post or share confidential information about the organisation, including embargoed projects and initiatives.
- If you affiliate yourself with Active Gloucestershire via your personal social media accounts, we advise using a disclaimer such as 'views are my own'.
- Do think before you message! Only post about things that you would be happy to go public. Social media is like a public record, a digital footprint, of everything you say – even if you later delete a post
- Don't re-share anything you don't know to be true
- Don't post comments in haste – particularly when you are feeling angry, have been drinking alcohol or your judgement might otherwise be impaired
- Don't bully or intimidate others – repeated negative comments about or to individuals could be interpreted as bullying or intimidation
- Don't disclose confidential information or anything that you have received in confidence, even in a private message

**Failure to adhere to the workplace social media policy can result in a range of consequences, including potential damage to professional reputation, strained work relationships, and, in severe cases, having to enter and follow the disciplinary process.**



# Security and profile settings

Only members of the Communications Team should have access to the AG social media accounts via a personal phone.

Other members of staff may be given temporary access if a member of the Communications Team is unable to fulfill this duty due to leave/sickness. Once the duty is fulfilled, the staff can remove the account from their phone.

## Posting on social media

When posting on social media, the Communications Team will use the social media management platform, Hootsuite, or will post content directly to the channel. Hootsuite has two-factor authentication.

All social media logins have their own passwords. AG staff that are not in the Communications team, should not sign in to these platforms unless agreed with the Head of Communications and Marketing.

## Personal account security

Don't just rely on default settings. We advise you to update your profile's privacy settings across your personal social media accounts – please ask the Marketing and Operations Administrator if you're unsure on how to do this.

**If posting something about AG on your personal social media such as an event you attended, tag the AG social media account!**

*If you have any questions regarding this policy, please speak to Lizzie Homer, Head of Communications and Marketing*