



NADCAA

Newton Abbot & District Co-Operative Allotment Association

Social Media Policy

What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

Why do we use social media?

Social media is a valuable tool for the promotion of NADCAA's work, its allotment fields, events and information about bio-diversity, the harm done by pesticides and herbicides, hints and tips, interaction between members and much more. Social media also enables us to engage with our prospective and current members, and to raise the profile of NADCAA's work.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to the work that NADCAA does in the Town. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all volunteers and members and applies to content posted on any device. Before engaging in work-related social media activity, volunteers must read this policy.

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the promotion and running of NADCAA, and the use of social media by volunteers in both their role as a representative of the association and in a personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help volunteers support and expand our official social media channels, while protecting the association and its reputation and preventing any legal issues.

Point of contact for social media

Our Social Media Administrator (SMA) is responsible for the overall day-to-day management of our social media channels, assisted by Nominated Field Administrators (NFA's).

Which social media channels do we use?

NADCAA has a Facebook account which it uses to share news, tips, information, etc with other volunteers and its members, our aim is to reach younger members who use this tool on a regular basis, and to encourage people to become involved in the work that the association does.

Group Rules –

1. **Always Be Kind & Courteous** - We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.
2. **No Hate Speech Or Bullying** - Make sure that everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things such as race, religion, culture, sexual orientation, gender or identity will not be tolerated.
3. **No Promotions or Spam** - Give more to this group than you take. Self-promotion, spam and irrelevant links aren't allowed.
4. **Respect Everyone's Privacy** - Being part of this group requires mutual trust. Authentic, expressive discussions make groups great, but may also be sensitive and private. What's shared in the group should stay in the group.

Guidelines

Using NADCAA's social media channels — appropriate conduct

1. The Social Media Administrator with the assistance of the Administrators, is responsible for setting up and managing NADCAA's social media channels. Only those authorised to do so by the Social Media Administrator will have access to these accounts.
- 2a. The Social Media Administrator and the Administration team will, along with the automatic Admin Assist, make sure that posts and comments are suitable and of good standard.
- 2b. The automatic Admin Assist will be given a list of keywords which will not be allowed within posts or comments.
- 2c. The automatic Admin Assist will be set to remove a post should it be reported twice.
- 2d. The automatic Admin Assist will be set to halt comments should more than 25 comments appear in an hour.
- 2e. The Social Media Administrator will draft rules for the members of the group which outline the standards and actions/behaviour expected from them, while they are within the group for approval by the NADCAA Management Committee.
3. Volunteers should ensure that members reflect NADCAA values in what they post. Our membership guidelines set out our tone of voice that all volunteers should refer to when posting content on NADCAA's social media channels.
4. Make sure that all social media content has a purpose and a benefit for NADCAA, and accurately reflects NADCAA's agreed position.
5. Bring value to our audience(s). Answer their questions, help and engage with them
6. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
8. If a volunteer outside of NADCAA wishes to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the Company Secretary or the Social Media Administrator about this.
9. Volunteers shouldn't post content about supporters or service users without their express permission. If volunteers are sharing information about supporters, service users or third-party organisations, this content should be clearly labelled so our audiences know it has not come directly from NADCAA. If using interviews, videos or photos that clearly identify a child or young person, volunteers must ensure they have the consent of a parent or guardian before using them on social media.
10. Always check facts. Volunteers should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
11. Be honest, say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.
12. Volunteers should refrain from offering personal opinions via NADCAA's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about NADCAA's position on a particular issue, please speak to the Company Secretary or the Social Media Administrator.
13. It is vital that NADCAA does not encourage others to risk their personal safety or that of others, to gather materials, for example, a video of a stunt.
14. Volunteers should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.
15. Volunteers should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of NADCAA. This could confuse messaging and brand awareness. By having official social media accounts in place, the association can ensure consistency of the brand and focus on building a strong following.

16. NADCAA is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

17. If a complaint is made on NADCAA's social media channels, volunteers should seek advice from the Social Media Administrator before responding. If they are not available, then volunteers should speak to the Company Secretary.

18. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the association's reputation. Examples might include: Abusive comments about a specific member. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The Social Media Administrator regularly monitors our social media spaces for mentions of NADCAA so we can catch any issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, the Social Media Administrator will suspend access to the group.

If any volunteer of the association becomes aware of any comments online that they think have the potential to escalate into a crisis, whether on NADCAA's social media channels or elsewhere, they should speak to the Social Media Administrator immediately.

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. NADCAA volunteers are expected to behave appropriately, and in ways that are consistent with NADCAA's values and policies, both online and in real life.

1. Always be aware that any information you make public could affect how people perceive NADCAA. You must make it clear when you are speaking for yourself and not on behalf of NADCAA. If you are using your personal social media accounts to promote and talk about NADCAA's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent NADCAA's positions, policies or opinions."

2. Volunteers who have a personal blog or website which indicates in any way that they do voluntary work for NADCAA should discuss any potential conflicts of interest with the Company Secretary. Similarly, volunteers who want to start blogging and wish to say that they work for NADCAA on a voluntary basis should discuss any potential conflicts of interest with the Company Secretary.

3. NADCAA members must take particular care as personal views published may be misunderstood as expressing NADCAA's view.

4. Use common sense and good judgement. Be aware of your association with NADCAA and ensure your profile and related content is consistent with how you wish to present yourself to the general public, landlords and councillors.

5. Please don't approach high profile people from your personal social media accounts to ask them to support the association, as this could hinder any potential relationships that are being managed by NADCAA. This includes asking for retweets about the association

If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support NADCAA then please speak to the Company Secretary to share the details.

7. If a volunteer member is contacted by the press about their social media posts that relate to NADCAA, they should talk to the Company Secretary immediately and under no circumstances respond directly.

8. NADCAA is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing NADCAA, volunteers are expected to hold NADCAA's position of neutrality. Volunteers who are politically active in their spare time, need to be clear in separating their personal political identity from NADCAA, and understand and avoid potential conflicts of interest.

9. Never use NADCAA's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Company Secretary.

10. Always protect yourself and the association. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. When you are using social media sites at work, it is important that you do so safely.

11. Think about your reputation as well as the associations. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

12. We encourage volunteers to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support NADCAA and the work we do. Where appropriate and using the guidelines within this policy, we encourage volunteers to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the Company Secretary who will respond as appropriate.

Further guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether volunteers are posting content on social media as part of their job or in a personal capacity, they should not bring NADCAA into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all volunteers abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that volunteers make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that NADCAA is not ready to disclose yet, for example a new rule that has not been passed at an AGM yet. Please refer to our Confidentiality Policy for further information.

Discrimination and harassment

Volunteers should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official NADCAA social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

Use of social media for advertising

Any advertising should be done through the Company Secretary.

There should be no systematic or routine checking of members' online social media activities, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in any decision making. This is in line with NADCAA's Equal Opportunities Policy.

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if a volunteer or member considers that a person is /people are at risk of harm, they should report this to the Company Secretary immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, volunteers should ensure the online relationship with NADCAA follows the same rules as the offline 'real-life' relationship. Volunteers should ensure that young people have been made aware of the risks of communicating and sharing information online, and given guidance on security/privacy settings as necessary. Volunteers should also ensure that the site itself is suitable

for the young person and NADCAA content and other content is appropriate for them. Please refer to our Safeguarding Policy.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of NADCAA is not a right but an opportunity, so it must be treated seriously and with respect. For volunteers, breaches of policy may incur disciplinary action, depending on the severity of the issue. Please refer to our Volunteer Policy for further information on disciplinary procedures. A volunteer who is unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Company Secretary.

Revised 06/11/2021