Social Media Policy

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Social Media Policy

1. Introduction

This social media policy describes the ~~rules~~ guidelines governing use of social media at **THE ROTARY CLUB OF _____**.

It sets out how Rotarians ~~must~~ should behave when using club social media accounts.

It also explains the ~~rules~~ guidelines about Rotarians using their own personal social media accounts and what members may say about the organisation on these accounts.

This policy should be read alongside other key policies. The organisation's internet use policy is particularly relevant to Rotarians using social media.

1.1 Why this policy exists

Social media can bring significant benefits to **THE ROTARY CLUB OF _____,** particularly for building relationships with current and potential members.

However, it's important that members who use social media within the organisation do so in a way that enhances the organisation and doesn't pose a risk to its reputation.

A misjudged status update can generate complaints or damage the organisation's reputation. There are also security and data protection issues to consider.

This policy explains how members can use social media safely and effectively.

This policy applies to Rotarians and volunteers of **THE ROTARY CLUB OF _____** who use social media while volunteering — no matter whether for club or for personal reasons.

It applies regardless of ~~is~~ whether the social media use takes place in the ~~clubs'~~ club's meetings, while travelling or while working.

2. What do we mean by "social media"?

Social media sites and services include (but are not limited to):

- Popular social networks like Twitter and Facebook
- Online review websites like Reevoo and Trustpilot
- Sharing and discussion sites like Delicious and Reddit
- Photographic social networks like Flickr and Instagram
- Question and answer social networks like Quora and Yahoo Answers
- Professional social networks like LinkedIn and Sunzu

Responsibilities

Everyone who operates an organisational social media account or who uses their personal social media

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accounts has responsibility for implementing this policy.

3. General social media guidelines

3.1 The power of social media

THE ROTARY CLUB OF _____ recognises that social media offers a platform for the organisation to perform marketing, stay connected with members and build its profile online.

The organisation also believes its Rotarians should be involved in conversations on social networks. Social media is an excellent way for members to make useful connections, share ideas and shape discussions.

The organisation therefore encourages members to use social media to support the organisation's goals and objectives.

3.2 Basic advice

Regardless of which social networks members are using, or whether they're using organisational or personal accounts, following these simple ~~rules~~ guidelines helps to avoid any issues.

- Know the social network. Members should spend time becoming familiar with the social network before contributing. It's important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates. Some social media platforms are private and others public and it's important you consider what you are posting and the nature of it.
- If you're unsure about it, don't post it. Rotarians should err on the side of caution when posting to social networks. If a member feels an update or message might cause complaints or offence — or be otherwise unsuitable — they should not post it.
- Be thoughtful and polite. Many social media users have got into trouble simply by failing to observe basic good manners online. Members should adopt the same level of courtesy as used when communicating via email or in person.
- Look out for security threats. Rotarian members should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware.
- Be careful when you're logging into public open wifi as these are easily hackable and could mean your account and security are compromised.
- Don't make promises without checking. Some social networks are very public, so members should not make any commitments or promises on behalf of **THE ROTARY CLUB OF _____** without checking that the organisation can deliver on those promises.
- Social networks are not a good place to resolve complicated enquiries and member issues. Once a member has made contact, members should handle further communications via the most appropriate channel — usually email or telephone.
- Don't escalate things. It's easy to post a quick response to a contentious status update and then regret it. Members should always take the time to think before responding and hold back if they are in any doubt at all.

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3.3 Use of organisation social media accounts

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

3.4 Authorised users

Only people who have been authorised to use the organisation's social networking accounts may do so.

Authorisation is usually provided by the **President or Communications Officer.** It is typically granted when social media-related tasks form a core part of a member's role.

Allowing only designated people to use the accounts ensures the organisation's social media presence is consistent and cohesive.

3.5 Creating social media accounts

New social media accounts in the organisation's name must not be created unless approved by the **President.**

The organisation operates its social media presence in line with a strategy that focuses on the most-appropriate social networks, given available resources.

If there is a case to be made for opening a new account, members should raise this with the **President**.

3.6 Purpose of organisation social media accounts

THE ROTARY CLUB OF _____ social media accounts may be used for many different purposes.

Members should only post updates or messages that are clearly in line with the organisation's overall objectives.

For instance, members may use organisation social media accounts to:

- Respond to member enquiries and requests for help
- Share blog posts, articles and other content created by the organisation
- Share insightful articles, videos, media and other content relevant to the organisation, but created by others
- Provide fans or followers with an insight into what goes on in the organisation
- Promote marketing campaigns and events

Social media is a powerful tool that changes quickly. Members are encouraged to think of new ways to use it and to put those ideas to the **President**.

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3.7 Inappropriate content and uses

Organisation social media accounts must not be used to share or spread inappropriate content or to take part in any activities that could bring the organisation into disrepute.

When sharing an interesting blog post, article or piece of content, members should always review the content thoroughly and should not post a link based solely on a headline.

Further guidelines can be found below.

4 Use of personal social media accounts

4.1 The value of social media

THE ROTARY CLUB OF _____ recognises that members' personal social media accounts can generate several benefits. For instance:

- Rotarian members can make contacts that may be useful
- Members can discover content to help them learn and develop in their role
- By posting about the organisation, Rotarians members can help to build the organisation' profile online

As a result, the organisation is happy for members to use their personal social media accounts.

5 Personal social media rules

Talking about the organisation:

- Members should ensure their social media account represents their own personal views and opinions and does not represent those of **THE ROTARY CLUB OF _____**
- Rotarians may wish to include a disclaimer in social media profiles: 'The views expressed are my own and do not reflect the views of **THE ROTARY CLUB OF _____**.'

5.1 Safe, responsible social media use

The ~~rules~~ guidelines in this section apply to:

- Any members using organisational social media accounts

Users must not:

- Create or transmit material that might be defamatory or incur liability for the organisation
- Post message, status updates or links to material or content that is inappropriate

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Inappropriate content includes but is not limited to: Pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs.

This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone based on race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

Rotarians must not:

● Use social media for any illegal or criminal activities
● Send offensive material to others via social media
● Broadcast unsolicited views on social, political, religious or other non-organisation-related matters
● Send or post messages or material that could damage **THE ROTARY CLUB OF _____** image or reputation
● Interact with **THE ROTARY CLUB OF _____** similar organisations in any ways which could be interpreted as being offensive, disrespectful or rude
● Discuss friends/colleagues, organisations or club members without their approval
● Post, upload, forward or link to spam, junk email or chain emails and messages
● Share links to illegal copies of music, films, games or other software

THE ROTARY CLUB OF _____ respects and operates within copyright laws. Users may not use social media to:

● Publish or share any copyrighted software, media or materials owned by third parties, unless permitted by that third party

If Rotarians wish to share content published on another website, they are free to do so if that website has obvious sharing buttons or functions on it, such as news outlets or blogs.

5.2 Security and data protection

Members should be aware of all security and data protection (GDPR) issues that can arise from using social networks.

5.3 Maintaining confidentiality

Rotarians must not:

● Share any content or information owned by the organisation that could be considered confidential or commercially sensitive.
● This might include details of key members or information about any future strategy or marketing campaigns
● Share or link to any content or information owned by another organisation or person that could be considered confidential
● Share or link to data in any way that could breach the organisation's data protection policy.

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For example, if another organisation's marketing strategy was leaked online, members of **THE ROTARY CLUB OF** _____ should not mention it on social media.

Rotarians must make sure they:

- Protect both organisational and personal social accounts with strong passwords
- These passwords should be changed regularly and shared only with authorised users
- Wherever possible, members should use two-factor authentication to safeguard organisation accounts
- Rotarians must not use a new piece of software, app or service with any of the organisation's social media accounts without receiving approval from the **President**

5.4 Avoiding social scams

Rotarians must make sure they:

- Watch out for phishing attempts, where scammers may attempt to use deception to obtain information relating to either the organisation or its members
- Never reveal sensitive details through social media channels
- Members' identities must always be verified in the usual way before any account information is shared or discussed
- Never discuss member account information publicly on social media
- Avoid clicking links in posts, updates and direct messages that look suspicious. Users should look out for URLs contained in generic or vague-sounding direct messages.

6 Policy enforcement

6.1 Monitoring social media use

Your Club reserves the right to monitor how social networks are used and accessed by its members.

Any such examinations or monitoring will only be carried out by authorised Rotarians.

Additionally, all data relating to social networks written, sent or received through the organisation's Social Media profiles is part of official THE ROTARY CLUB OF _____ records.
The organisation can be legally compelled to show that information to law enforcement agencies or other parties.

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7 Consequences of breaching this Policy

Knowingly breaching this social media policy is a serious matter.

Rotarians who do so ~~will~~ may be subject to disciplinary action, up to and including the termination of membership and they may also be held personally liable for violating this policy.

Where appropriate, the organisation will involve the police or other law enforcement agencies in relation to breaches of this policy.

If you have any questions about this policy, please speak to your Club **President** in the first instance.