

The Friends of The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles Regiment

1196692

SOCIAL MEDIA POLICY

A guide for staff on using social media to promote the work of **'The Friends of The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692'** and in a personal capacity

This policy will be reviewed on an ongoing basis, at least once a year. **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** will amend this policy, following consultation, where appropriate.

Date of last review: 23rd February 2024

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Introduction

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 essential to the success of communicating **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** work. It is important for some staff to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** 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 Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** work. 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 carry similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all **volunteers and trustees** and applies to content posted on both a **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** device and a personal device. Before engaging in work-related social media activity, members 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 delivery and promotion of **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692**, and the use of social media by members in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help members support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Internet access and monitoring usage

There are currently no access restrictions to any of our social media sites in the **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** office. However, when using the internet it is important that members refer to this policy.

Phenomenists Internet is happy to behave in line with your Social Media guidelines; and as we only publish material provided by you or a member of your team, it is unlikely that we will fall foul of this.

It's also worth pointing out that Phenomenists Internet Ltd is a member of ICO (Information Commissioner's Office) Ref: ZB014828, supporting our data protection policy.

Point of contact for social media

Mr J Simpson Facebook & Phenomenists website, are responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to the Mr Simpson and Chairman. No other member can post content on The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692 official channels without the permission of the Chairman or Mr Simpson.

Which social media channels do we use?

The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692 use the following social media channels:

WWW.shaftesburyfriendswarmemorials.org.uk FACEBOOK

The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692 Uses these sites to inform and educate all ages of the community about Dorsets Regimental history from the Dorset Yeomanry up to The Rifles Regiment, and to encourage people to become involved in our work.

Guidelines

Using The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692 social media channels — appropriate conduct

1. Mr J Simpson & Phenominists are responsible for setting up and managing social media channels. Only those authorised to do so by the trustees will have access to these accounts. **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692.**
- 2 The website is continually monitored by Phenomenists. The FACEBOOK site is monitored daily by The Managers, Mr Simpson & Chairman. Replies will be responded to as they appear unless they require advice beforehand.
3. Be an ambassador for our brand. Trustees should ensure they reflect **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** values in what they post and use our tone of voice on **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** social media channels.
4. Make sure that all social media content has a purpose and a benefit for **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** and accurately reflects agreed position of **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692.**
5. Bring value to our audience. 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 Members outside of the Media managers wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the Media managers about this.

9. Members shouldn't post content about supporters or service users without their express permission. If Members 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 **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692**. If using interviews, videos or photos that clearly identify a child or young person, managers must ensure they have the consent of a parent or guardian before using them on social media.

10. Always check facts. Members 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. Members should refrain from offering personal opinions via **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** position on a particular issue, please speak to Managers

13. It is vital that **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

14. Members 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. Members should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692**.

This could confuse messaging and brand awareness. By having official social media accounts in place, the Managers can ensure consistency of the brand and focus on building a strong following.

16. **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** 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 **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** social media channels, Members should seek advice from the communication managers before responding. If they are not available, then members should speak to the Chairman.

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 charity's reputation. Examples might include: false accusations of the status of the War Memorials or personal attacks on its members. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The managers regularly monitor our social media spaces for mentions of **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** 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 managers will do the following: Call an urgent trustee meeting, take legal or police advice if required, then publish the factual response.

If any member outside of the managers become aware of any comments online that they think have the potential to escalate into a crisis, whether on **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** social media channels or elsewhere, they should speak to the managers 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. **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692**.

The members are expected to behave appropriately, and in ways that are consistent with **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692**.

You must make it clear when you are speaking for yourself and not on behalf of **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692**.

If you are using your personal social media accounts to promote and talk about **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** work, **you must use a disclaimer such as:** "The views expressed on this site are my own and don't necessarily represent **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** positions, policies or opinions."

2. Members who have a personal blog or website which indicates in any way that they work at **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** should discuss any potential conflicts of interest with their communication managers. Similarly, members who want to start blogging and wish to say that they are members of **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** should discuss any potential conflicts of interest with their communication managers.

3. Those in senior management, and specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** view.

4. Use common sense and good judgement. Be aware of your association with **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, partners and funders.

5. **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** works with several high profile people, including journalists, and major donors, Please don't approach high profile people from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships that are being managed by the trustees. This includes asking for retweets about the charity.

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 the charity, please speak to the trustees to share the details.

7. If a member is contacted by the press about their social media posts that relate to **The Dorsetshire Regiment The Devon & Dorset Regiment and**

The Rifles regiment Memorials in Shaftesbury 1196692, they should talk to the Trustees immediately and under no circumstances respond directly.

8. **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** 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 **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** members are expected to hold **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** position of neutrality. Members who are politically active need to be clear in separating their personal political identity from **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** and understand and avoid potential conflicts of interest.

9. Never use **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** logos or trademarks unless approved to do so. Permission to use logos should be requested from the trustees.

10. Always protect yourself and the charity. 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 do consider the content carefully.

11. Think about your reputation as well as the charity's. 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 members 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 **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** and the work we do. Where appropriate and using the guidelines within this policy, we encourage members 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 communication managers 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 members are posting content on social media as part of their job or in a personal capacity, they should not bring **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all members 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 members make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** is not ready to disclose yet. For example, a news story that is embargoed for a particular date. Please refer to our constitution meeting protocols.

Discrimination and harassment

Members should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** 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

Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with

the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the trustees.

Use of social media in the recruitment process

Not Applicable

Recruitment should be carried out in accordance with the [*policy name i.e. Recruitment Policy*], and associated procedures and guidelines. Any advertising of vacancies should be done through HR and the [*team name*]. [*Vacancies are shared routinely on LinkedIn (amend/delete as appropriate)*].

There should be no systematic or routine checking of candidate's online social media activities during the recruitment process, 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 a recruitment decision. This is in line with [*charity name*]'s [*policy name i.e. 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 member considers that a person/people is/are at risk of harm, they should report this to the communication managers 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, staff should ensure the online relationship with **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** follows the same rules as the offline 'real-life' relationship. Members 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. Members should also ensure that the site itself is suitable for the young person and **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** content and other content is appropriate for them. Please refer to our **Child Safety Policy for The Friends of The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles Regiment in Shaftesbury.**

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of **The Dorsetshire Regiment The Devon & Dorset Regiment and The Rifles regiment Memorials in Shaftesbury 1196692** is not a right but an opportunity, so it must be treated seriously and with respect. For members, breaches of policy may incur disciplinary action, depending on the severity of the issue. Please refer to our Constitution for further information on disciplinary procedures. Staff who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the communication managers, or a trustee meeting.

Public Interest Disclosure

Not Applicable.

Under the Public Interest Disclosure Act 1998, if a staff member releases information through social media channels that is considered to be in the interest of the public *policy name i.e. Whistleblowing Policy*] must be initiated before any further action is taken.