

1.0 Purpose

1.1 This procedure sets out the standards the Ordnance Society requires members to observe when using social media on behalf of the organisation and for personal use if it affects the organisation.

1.2 This procedure is intended to assist members in making appropriate decisions about the use of social media for Ordnance Society purposes, such as blogs, podcasts, forums, comments on web-articles and social networking sites, such as Twitter, Facebook, Academia and LinkedIn (other social media websites also apply).

2.0 Responsibilities

2.1 This procedure applies to all members: including board members; ordinary members; life members and student members who use social media on behalf of or in relation to the organisation. It is therefore essential that this policy is available to all current and new members, on the website, to ensure they have read and understood the rules and procedures set out in this document.

2.2 It is the responsibility of the Publicity Officer and other selected board members to update this policy as is necessary, oversee content, and monitor the social media use within the organisation and they will report all instances of abuse to the Board.

3.0 Definitions

3.1 Social Media

3.1.1 Social media is a group of internet-based tools that allow people to create, share or exchange information, ideas and pictures in online communities and networks.

4.0 Instructions

4.1 Introduction to social media

4.1.1 Social media is a very direct way of communicating with people. It allows people to engage with the information publisher and to meet others interested in similar things. It is a hugely popular way of getting information out to the wider world, and the use of social media to publicise our work encourages engagement with our audiences and is a very effective form of outreach.

4.2 The Ordnance Society Social Media for business and education

4.2.1 The Ordnance Society actively encourages participation with social media as a means of communication about who we are and what we do. Select board members can blog, tweet and post on Facebook as the Ordnance Society.

4.2.2 Any information published through social media channels should be done so with care and members are asked to remember that they have a duty to the organisation to be

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sensible and responsible in what they communicate as the inappropriate use of social media can negatively affect the reputation of the organisation.

4.2.3 For the purposes of public engagement via The Ordnance Society social media please remember that:

- a) You are an ambassador for The Ordnance Society
- b) The nature of social media is in the word 'social'. Expect people to engage with you as much as you do with them.
- c) Consider that the public will use the same channels to ask you questions through comments, tweets, etc. You will need to answer them to avoid negative feedback. Social media is not a one-sided conversation.
- d) Feedback and comments are not always going to be straightforward or easy to answer. Make sure that your responses are measured, and that facts are checked.
- e) Be careful when mentioning other organisations or individuals, and do not enter into criticism. Always use a measured and professional manner.

4.3 Personal use of social media sites

4.3.1 The Ordnance Society provides the following guides to all members when creating posts that refer to the organisation or its work on personal social media channels:

- a) Do not post content that could damage your own or the organisation's reputation, breach confidentiality, or defame a third party.
- b) Do not post copyright material without permission.

4.4 Rules for using Social Media

4.4.1 Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.

4.4.2 Any member who feels that they have been harassed or bullied, or are offended by material posted or uploaded by a fellow member onto a social media website should inform the Board.

4.4.3 Do not upload, post or forward any content belonging to a third party unless you have that third party's consent.

4.4.4 It is acceptable to quote a small excerpt from an article, particularly for the purposes of commenting on it. However, if you think an excerpt is too big, it probably is. Quote accurately, include references and when in doubt, link, don't copy.(see 4.6)

4.4.5 Before you include a link to a third party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.

4.4.6 When making use of any social media platform, you must read and comply with its terms of use.

4.5 Monitoring

4.5.1 Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and the organisation. It may also cause embarrassment to the organisation.

4.5.2 Uploading, posting, forwarding or posting a link of any of the following types of material on a social media website, whether in a professional or personal capacity, will amount to gross misconduct (this list is not exhaustive):

- a) pornographic material
- b) a false and defamatory statement about any person or organisation
- c) material which is offensive, obscene, criminally discriminatory, derogatory or may cause embarrassment to the organisation, clients or committee members
- d) confidential information about the organisation or other members

4.5.3 If you notice any use of social media by other members in breach of this policy please report it to the Board.

4.6 Copyright and Intellectual property

4.6.1 Intellectual property (IP) refers to any work that is physically created, it is usually automatically protected from theft or copying <https://www.gov.uk/intellectual-property-an-overview/intellectual-property-ownership>. IP rights fall into four main areas; copyright, trademarks, design rights and patents. For more information go to the factsheets link in 4.6.2 or the link in this paragraph.

4.6.2 Copyright is a legally enforceable property right, protecting the expression of ideas not the idea itself. All potential copyright issues and risks should be resolved before posting online. There are some very useful factsheets here <http://www.copyrightservice.co.uk/copyright/> but The Copyright, Designs and Patents Act 1988 gives the full legal substance.

5.0 Legislation

- 5.1 Human Rights Act 1998
- 5.2 The Regulation of Investigatory Powers Act 2000
- 5.3 The Data Protection Act 1988
- 5.4 Copyright, Designs and Patents Act 1988