

# CLEVELAND BAY HORSE SOCIETY

## Controlled Document

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Current Administrator Kate Lines  
Current Moderator Andrew Woods

## Document Description

This policy describes the rules governing use of social media for Trustees, members and volunteers of the Cleveland Bay Horse Society and sets out how Trustees, members and volunteers must behave when using the Charity's own and other social media accounts. It also explains the rules about using personal social media accounts and describes what Trustees, Members and volunteers may say about the Charity on their personal and business accounts.

Incorporated is a statement of policy for members when posting on the CBHS official Facebook page and the CBHS Member Facebook Closed Group administered by the CBHS.

## Implementation and Quality Assurance

Implementation is immediate and this Policy shall stay in force until any alterations are formally agreed.

The Policy will be reviewed annually by the Board of Trustees, sooner if legislation, best practice or other circumstances indicate this is necessary.

All aspects of this Policy shall be open to review at any time. If you have any comments or suggestions on the content of this policy please contact The Cleveland Bay Horse Society – [cbhsoffice@gmail.com](mailto:cbhsoffice@gmail.com)

# Social Media Policy (Trustees & Volunteers)

## 1. Introduction

Trustees, Members and Volunteers of The Cleveland Bay Horse Society (the CBHS) may be able to access social media services and social networking websites, either through CBHS IT systems or via their own personal equipment.

This social media policy describes the rules governing use of social media at the CBHS.

It sets out how Trustees, Members and Volunteers must behave when using the Charity's social media accounts. It also explains the rules about using personal social media accounts and describes what Trustees and Volunteers may say about the Charity on their personal accounts.

This policy should be read alongside other key policies, including the Data Protection Policy (GDPR) and Trustee Code of Conduct document.

## 2. Why this policy exists

Social media can bring significant benefits to the CBHS, particularly for building relationships with current and potential members and breeders. However, it's important that Trustees, Members and Volunteers who use social media within the CBHS do so in a way that enhances the Charity's prospects without compromising its integrity.

A misjudged status update can generate complaints or damage the Charity's reputation. For example, Trustees, Members and volunteers should avoid compromising the Charity's political impartiality, by not expressing party political views. There are also security and data protection issues to consider.

This policy explains how Trustees, Members and volunteers can use social media safely and effectively.

## 3. Policy scope

This policy applies to all Trustees, Members and volunteers at the CBHS who use social media whilst a Trustee, Member or volunteer — no matter whether for CBHS, business or personal reasons.

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

- Popular social networks like **Twitter** and **Facebook**.
- Photographic social networks like **Flickr** and **Instagram**.
- Professional social networks like **LinkedIn**.

## 4. Responsibilities

The **Administrator(s)** who operate the CBHS social media account(s) or Trustees who use the social media account(s) has responsibility for implementing this policy. However, the **nominated Administrator(s)** has these key responsibilities:

- for ensuring that the CBHS, its Trustees, Members and volunteers use social media safely, appropriately and in line with the objectives of the CBHS.
- For managing the CBHS social media presence and track any key performance indicators. They are also responsible for proactively monitoring for social media security threats, to work with fellow Trustees, volunteers and members to ensure the social media presence is not detrimental to the objectives of the CBHS in any way.

The **Administrator(s)** is responsible for ensuring requests for assistance and support made via social media are followed up, and forwarded to the relevant Trustee.

The **Moderator** who is appointed by Trustees at a Council meeting is responsible for approving any post that will be on social media and posted using the Cleveland Bay Horse Society name as the originator.

## 5. General social media guidelines

### The power of social media

The CBHS recognises that social media offers a platform for marketing; stay connected with members, and the public, and build its profile online. The CBHS also believes that social media is an excellent way for members and the Charity to make useful connections, share ideas and shape discussions. The CBHS therefore encourages the use of social media to support its objectives.

## 6. Basic advice

Regardless of which social networks Trustees are using, or whether they're using business or personal accounts, following these simple rules helps avoid the most common pitfalls:

- Know the social network.** Trustees, Members and volunteers 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.
- If unsure, don't post it.** Trustees, Members and volunteers should err on the side of caution when posting to social networks. If a Trustee or volunteer 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. Trustees, Members and volunteers should adopt the same level of courtesy used when communicating via email or face to face conversations.
- Look out for security threats.** Trustees, members and volunteers should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware. Further details below.

- e) **Keep personal use reasonable.** Although the CBHS believes that having Trustees, members and volunteers who are active on social media can be valuable, Trustees and volunteers should not use the CBHS social media pages to excessively promote their own interests and business.
- f) **Don't make promises without checking.** Some social networks are very public, so Trustees should not make any commitments or promises on behalf of the CBHS without checking that the Charity can deliver on the promises.
- g) **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated enquiries and member or customer issues. Once a member or customer has made contact, Trustees should handle further communications via the most appropriate channel — usually email or telephone.
- h) **Don't escalate things.** It's easy to post a quick response to a contentious status update and then regret it. Trustees, Members and volunteers should always take the time to think before responding, and hold back if they are in any doubt at all. Take the discussion off-line out of the public domain. If a response is required this will be handled by the relevant Trustee, or nominee in his/her absence, and ensure the Administrator is copied in to all correspondence.

Think twice before sending; imagine that you're the recipient - what would your response to the message be?

## 7. Use of CBHS social media accounts

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

### Authorised users

- The **Administrator(s)** and **Moderator** will be appointed at a meeting of the Council of the CBHS.
- Allowing only designated people to use the accounts ensures the Charity's social media presence is consistent and cohesive.
- All posts that are CBHS posts must be approved by the **Moderator**. This provides a back-up check before the post can go live on behalf of the CBHS.
- Only people who have been authorised to use the Charity's social networking accounts may do so.

### Creating social media accounts

New social media accounts in the Charity's name must not be created unless approved by the Trustees at a Council meeting. The Charity operates its social media presence in line with a strategy that focuses on the most appropriate social networks, given available resources.

### **Purpose of Charity social media accounts**

The CBHS social media accounts may be used for many different purposes but in general, will be only posts that are announcements, news, information sharing, updates, messages, or other such use that use is clearly in line with the Charity's overall objectives. For instance, Trustees may use Charity social media accounts to:

- Respond to **member/customer enquiries** and requests for help.
- Share **blog posts, articles and other content** created by the CBHS.
- Share **insightful articles, videos, media and other content** relevant to the CBHS, but created by others.
- Provide members and public **with an insight into what goes on at the CBHS.**
- Promote **marketing campaigns** and special offers.
- Support **new information and news launches** and other initiatives.
- To listen and participate in conversations.

Social media is a powerful tool that changes quickly. Trustees are encouraged to think of new ways to use it, and to put those ideas to the Council of the CBHS.

### **Inappropriate content and uses**

- CBHS social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the Charity into disrepute.
- When sharing an interesting blog post, article or piece of content, Trustees should always review the content thoroughly, and should not post a link based solely on a headline.

Further guidelines can be found below.

## **8. Personal social media use rules**

- Trustees are able to use their own social media accounts.
- Trustees must avoid making any social media communications that could bring the charity into disrepute.
- Trustees should not defame or disparage the charity, fellow Trustees, members, volunteers or professional/charitable contacts and client confidentiality must be upheld at all times.
- You should never post photographs or images of Trustees, members, volunteers, clients or third parties without their express permission and understanding.

**Trustees and volunteers may be required to remove such content. Failure to comply with such a request may in itself result in disciplinary action.**

### **Talking about the Charity:**

- Trustees, Members and volunteers should ensure it is clear that their social media account **does not represent CBHS views** or opinions.

- Trustees, members and volunteers may wish to **include a disclaimer** in social media profiles: 'The views expressed are my own and do not reflect the views of the CBHS.'

## 9. **Safe, responsible social media use**

The rules in this section apply to any Trustees, Members and volunteers using social media accounts.

### **Users must not:**

Create or transmit material that might be **defamatory or incur liability** for the CBHS.

Post message, status updates or links to material or **content that is inappropriate**.

Inappropriate content includes: 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 on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

Use social media for any **illegal or criminal activities**.

Broadcast **unsolicited views** on social, political, religious or other non-business related matters.

Send or post messages or material that **could damage the CBHS image or reputation**.

Interact on social media in a way which could be interpreted as **being offensive, disrespectful or rude** to other users.

Discuss **colleagues, competitors, customers or suppliers** without their approval.

Post, upload, forward or link to **spam, junk email or chain emails and messages**.

## 10. **Copyright**

The CBHS 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 Trustees and volunteers 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. Share links to **illegal copies** of music, films, games or other software is not allowed.

## 11. **Security and data protection**

Employees should be aware of the security and data protection issues that can arise from using social networks.

## 12. **Maintain confidentiality**

Users must not:

Share or link to any content or information owned by the CBHS that could be

considered **confidential or commercially sensitive**.

This might include details of members, customers, or information about future strategy or marketing campaigns.

Share or link to any content or information owned by another charity or person that could be considered confidential or commercially sensitive.

Share or link to data in any way that could breach the Charity's data protection policy.

### **13. Protect social accounts**

Charity social media accounts should be **protected by strong passwords** that are changed regularly and shared only with authorised users.

### **14. Avoid social scams**

Trustees, Members and volunteers should watch for **phishing attempts**, where scammers may attempt to use deception to obtain information relating to either the Charity or its members and customers.

Trustees should never reveal sensitive details through social media channels. Customer identities must always be verified in the usual way before any account information is shared or discussed.

Trustees should **avoid clicking links** in posts, updates and direct messages that look suspicious. In particular, users should look out for URLs contained in generic or vague-sounding direct messages.

### **15. Policy enforcement**

#### **Monitoring social media use**

- The CBHS reserves the right to monitor how social networks are used, and their contents.
- Any such examinations or monitoring will only be carried out by an authorised person. Additionally, all data relating to social networks written, sent or received through the Charity's computer systems is part of official CBHS records.
- The Charity can be legally compelled to show that information to law enforcement agencies or other parties.

#### **Potential sanctions**

Knowingly breaching this social media policy is a serious matter. Users who do so may be subject to disciplinary action. Where appropriate, the Charity will involve the police or other law enforcement agencies in relation to breaches of this policy.

## **Social Media Policy - Members**

### **CBHS Facebook Page & Members' Group users must not:**

- Create or transmit material that might be defamatory or incur liability for the CBHS.
- Post message, status updates or links to material or content that is inappropriate. Inappropriate content includes: 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 on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.
- Use social media for any illegal or criminal activities.
- Broadcast unsolicited views on social, political, religious or other related matters.
- Discuss colleagues, competitors, fellow members or customers without their approval.
- Post, upload, forward or link to spam, junk email or chain emails and messages.
- 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.
- Members may share relevant content published on another website, if that website has obvious sharing buttons or functions on it.
- Members should be aware of the security and data protection issues that can arise from using social networks.
- Members must not share or link to any content or information that could be considered confidential or commercially sensitive to any party.
- Share or link to data in any way that could breach the Charity's data protection policy and GDPR legislation.
- Any breach of rules will result in a written advisory warning to the member concerned, and the relevant post will be removed.
- If further similar breaches occur, the matter will be referred to the Council, and the member will be temporarily removed from posting until the Council are able to convene.