



The Harbour Office,
Folly Road,
Whippingham,
Isle of Wight,
PO32 6NB

MEDINA MARINERS ASSOCIATION

SOCIAL MEDIA POLICY

A guide for Trustees and Volunteers on using social media to promote the work of Medina Mariners Association (MMA) and in a personal capacity.

This policy will be reviewed on an ongoing basis at least once a year. Medina Mariners Association will amend this policy, following consultation, where appropriate.



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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 Medina Mariners Association's work. It is important for some Trustees and volunteers to participate in social media to engage with our audience participate in relevant conversations and raise the profile of Medina Mariners Association'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 Medina Mariners Association's 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 carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all Trustees and volunteers and applies to content posted on both a Medina Mariners Association's device and a personal device. Before engaging in work-related social media activity, Trustees and 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 delivery and promotion of Medina Mariners Association and the use of social media by Trustees and volunteers 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 staff 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 Medina Mariners Association's office. However, when using the internet at work, it is important that Trustees and Volunteers refer to this policy. Usage should not be excessive and interfere with your charity duties.

Point of contact for social media

The Secretary is 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, please email secretary@medinamariners.org



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Which social media channels do we use?

Using Medina Mariners Association social media channels – appropriate conduct

1. The communications team is responsible for setting up and managing Medina Mariners Association social media channels. Only those authorised to do so by the communications team will have access to these accounts.
2. Medina Mariners Association social media is checked on a regular basis.
3. Be an ambassador for our brand. Trustees and volunteers should ensure they reflect Medina Mariners Association's values in what they post and use our tone of voice. Our brand guidelines set out our tone of voice that all Trustees and volunteers should refer to when posting content on Medina Mariner's Association social media channels.
4. Make sure that all social media content has a purpose and a benefit for Medina Mariners Association and accurately reflects Medina Mariners Association'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 staff outside of Medina Mariners Association wish to contribute content for social media, whether non paid for or paid for advertising, they should speak to the Medina Mariners Association about this.
9. Trustees and volunteers shouldn't post content about supporters or service users without their express permission. If Trustees and 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 Medina Mariners Association. If using interviews, videos or photos that clearly identify a child or young person, Trustees and volunteers must ensure they have the consent of a parent or guardian before using them on social media.
10. Always check facts. Trustees and 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.



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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. Trustees and volunteers should refrain from offering personal opinions via Medina Mariners Associations social media accounts, either directly or by commenting or indirectly by "liking" "sharing" or "retweeting". If you are in doubt about Medina Mariners Association position on a particular issue, please email secretary@medinamariners.org

13. It is vital that Medina Mariners Association does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

14. Trustees and 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. Trustees and volunteers should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Medina Mariners Association. This could confuse messaging and brand awareness. By having official social media accounts in place, the communications team can ensure consistency of the brand and focus on building a strong following.

16 Medina Mariners Association 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 Medina Mariners Association's social media channels, Trustees and volunteers should seek advice from the communications team before responding.

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. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The Chairman regularly monitors our social media spaces for mentions of Medina Mariners Association 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.

If any Trustees or volunteers become aware of any comments online that they think have the potential to escalate into a crisis, whether on Medina Mariners Association social media channels or elsewhere, they should contact secretary@medinamariners.org.

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. Medina Mariners Association Trustees and volunteers are expected to behave appropriately, and in ways that are consistent with Medina Mariners Association policies and values, both online and in real life.

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

2. Trustees and volunteers who have a personal blog or website which indicates in any way that they are involved in the MMA should discuss any potential conflicts of interest with the Board of Trustees. Similarly, Trustees and volunteers who want to start blogging and wish to say that they are involved with the MMA should discuss any potential conflicts of interest with the Board of Trustees.



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3. Use common sense and good judgement. Be aware of your association with the MMA and ensure your profile and related content is consistent with how you wish to present yourself to the general public and the members and volunteers of the Medina Mariners Association.
5. If a Trustee or volunteer is contacted by the press about the social media posts that relate to MMA, they should talk to the communications team on secretary@medinamariners.org immediately and under no circumstances respond directly.
6. Medina Mariners Association 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 Medina Mariners Association, Trustees and volunteers are expected to hold MMA's position of neutrality. Trustees and volunteers who are active in their spare time need to be clear in separating their personal political identity from MMA, and understand and avoid potential conflicts of interest.
7. Never use MMA's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Chairman.
8. 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. When you are using social media sites at work, it is important that you do so safely.
9. 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.
10. We encourage Trustees and 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 the MMA and the work we do. Where appropriate and using the guidelines within this policy, we encourage Trustees and 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 communications team who will respond as appropriate.

Copyright Law

It is critical that all Trustees and 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 it is also considered a breach of copyright.

Confidentiality

Any communications that staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that Medina Mariners Association is not ready to disclose yet (ie. A news story that is embargoed for a particular date).

Discrimination and harassment

Trustees and volunteers should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, either on official Medina Mariners Association 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



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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 Chairman.

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 Trustee or volunteer is/are at risk of harm, they should report this to safeguarding@medinamariners.org immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social media 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 via social media, Trustees and volunteers should ensure the online relationship with Medina Mariners Association follows the same rules as the offline "real life" relationship. Trustees and 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. Trustees and volunteers should also ensure that the site that is suitable for the young person and Medina Mariners Association content and other content is appropriate for them. **Please refer to Medina Mariners Association Safeguarding Policy.**

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Medina mariners Association is not a right but an opportunity, so it must be treated seriously and with respect. For Trustees and volunteers, breaches of policy may incur removal from the Charity, depending on the severity of the breach. Trustees and volunteers who are unsure about something they propose to do on social media might breach this policy, should seek advice from the communications team on secretary@medinamariners.org.

Public Interest disclosure

Under the Public Interest Disclosure Act 1998, if a Trustee or volunteer releases information through Medina Mariners Association social media channels, that is considered to be in the interest of the public, Medina Mariners Association's Whistleblowing Policy must be instigated before any further action is taken.

NOTE

Active members and Trustees of the Medina Mariners Association are permitted to place posts on Medina Mariners Association social media. However, social media in regards to the Medina Mariners Association will be checked regularly and the Medina Mariners Association secretary will have overall control of MMA social media.