

Social Media Policy

Introduction

This social media policy presents and explains the rules governing social media use in so far as it affects the Shaldon Singers charity (Charity).

The policy aims to ensure that everyone, regardless of their role in the Charity, uses any social media accounts in a safe and effective way that brings credit to the Charity.

Although social media can benefit us - especially in terms of marketing, communication and relationship building - poorly-judged or ill-timed activity can hurt our reputation.

Scope

Shaldon Singers' social media policy pertains to all members who log onto social media platforms in which Shaldon Singers is mentioned or which could reflect on the Charity.

For the purposes of this policy, social media may refer (without limitation) to:

- Popular social networks such as X (formerly Twitter) and Facebook
- Photo-sharing websites such as Pinterest and Instagram
- Professional social networks such as LinkedIn
- Discussion forums such as the ones found on 4chan and Reddit.
- Question and answer-based networks such as Quora and Yahoo Answers
- Review systems such as Yelp and Google Reviews

Basic Advice and General Guidelines

Whether our members are posting from Shaldon Singers or personal accounts, they should follow best practice. Avoid common social media mistakes by adhering to these standards:

- **Think before posting.** The golden social media rule. Not just checking grammar and spelling, but ensuring that in posting a status update there won't be any negative effects, such as creating arguments and divulging sensitive or personal information.
- **Understand the social network.** Various social media platforms have different purposes. For example, it's common to see more personal status updates on Facebook than on LinkedIn. Before posting, become familiar with the network by reading FAQs and quickly researching what is and is not acceptable.
- **Correct your own mistakes.** When you make a factual error in a post, put an update to correct it. Delete or edit the original post, depending on the situation.
- **Beware potential security threats.** Hackers can use social networks to distribute spam and malware. They can also launch phishing attempts. You should report to the provider any suspicious activity, including questionable comments and friend requests.

- **Be careful when sharing information about yourself or others.** Hackers can also use personal information to their advantage.
- **Don't escalate issues.** Responding to other social media users, especially about a contentious subject, can lead to heated argument. It may be best to avoid commenting if you feel you may spark conflict.

Use of the Charity's Social Media Accounts

Any Shaldon Singers social media accounts must only be used and created by authorised individuals to meet the Charity's defined goals such as serving our audience and marketing.

To ensure that our social media voice and approach stay consistent, only users approved by the Committee may access Shaldon Singers' social media accounts. Approval will be given where a volunteer's role involves creating and carrying out social media strategies or researching new and existing target audiences.

Goals and Purposes of Charity Social Media Accounts

As the social media landscape evolves quickly, members may think of new ways to use the Charity's accounts. But account activity should not stray from our goals of engaging with the community and promoting the Shaldon Singers. Doing so builds stronger relationships with our audience, potential members and sponsors.

Typically, members can meet these goals by:

- Distributing original content such as blog posts, infographics, and product photos
- Sharing third-party content pieces relevant to our target audiences
- Promoting any special offers
- Announcing and previewing new events and initiatives
- Interacting with our audience, including responding to prospect questions
- Monitoring the social web for items of interest and responding accordingly

Creating Social Media Accounts under the Charity's name

Shaldon Singers must explore the advantages and disadvantages of expanding our social media presence, so the Committee should approve the creation of new social media accounts.

If members see an opportunity to create a social media account that supports the Charity's goals, they should put their ideas to the Committee.

Inappropriate Uses

Whether the account is personal or under the Charity's name, members should not:

- Conduct illegal or criminal activities, as defined by UK law
- Distribute material that could be interpreted as libellous or defamatory

- Share updates, images and messages that may tarnish the Charity's public image.
- Discuss singers, performers, sponsors or beneficiaries without their consent.
- Harass others by sending them offensive content and messages.
- Communicate with anyone in a disrespectful fashion.
- Distribute spam and chain messages.

Enforcement

Depending on the nature and severity of the complaint against them, members who do not conform to this policy risk losing their membership.