



The Royal Air Force Servicing Commando and Tactical Supply Wing Association



Representing a Common Heritage

SOCIAL MEDIA POLICY

A guide for members using social media to promote the work of The Royal Air Force Servicing Commando & Tactical Supply Wing Association (referred to as The Assn) in any capacity

This policy will be reviewed on an ongoing basis, at least once in the next 24 months. The Assn will amend this policy, following consultation, where appropriate.

Date of first review:

Contents

Introduction	2
What is social media?	3
Why do we use social media?.....	3
Why do we need a social media policy?	3
Setting out the social media policy	3
Media Site Administration.....	3
Point of contact for social media	3
Which social media channels do we use?	3
Guidelines	4
Using The Assn's social media channels — appropriate conduct	4
Use of personal social media accounts — appropriate conduct	5
Further guidelines	6

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 Assn's work. It is important for some members to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of The Assn'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 The Assn'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 carry similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all members and applies to content posted on any device. Before engaging in Assn-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 Assn, 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 Assn and its reputation and preventing any issues.

Site Administration

There will be 3 committee members assigned as channel administrators for each site The Social Media Secretary (referred to as SMS) and two others,

Point of contact for social media

Our Social Media Secretary (SMS) 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, speak to the SMS. No other staff member can post content on Assn's official channels without discussion with the SMS].

Which social media channels do we use?

The Assn uses the following social media channels:

- Facebook
- Instagram
- LinkedIn
- Twitter

Guidelines

Using The Assn's social media channels — appropriate conduct

1. The SMS is responsible for setting up and managing The Assn's social media channels. Only those authorised to do so by the Assn will have access to these accounts.
2. Be an ambassador for our brand. Members should ensure they reflect The Assn values in what they post and use our tone of voice.
3. Make sure that all social media content has a purpose and a benefit for The Assn, and accurately reflects The Assn's agreed position.
4. Bring value to our audience(s). Answer their questions, help, and engage with them
5. Take care with the presentation of content. Make sure that there are no typos, misspellings, or grammatical errors. Also check the quality of images.
6. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
7. If non-members wish to contribute content for social media, they should speak to the SMS about this.
8. members shouldn't post content about other members without their express permission.
9. 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.
10. 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.
11. Members should refrain from offering personal opinions via The Assn's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about The Assn's position on a particular issue, please speak to SMS.
12. It is vital that The Assn does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.
13. 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.
14. Members should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of The Assn. This could confuse messaging and brand awareness. By having official social media accounts in place, the Assn via the SMS can ensure consistency of the brand and focus on building a strong following.
15. The Assn 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.

16. If a complaint is made on The Assn's social media channels, the Channel Administrator's should discuss and come to agreement before responding. If they are not available, then members should speak to The Assn Chair.

17. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the Assn's reputation. Examples might include Inappropriate posts on politics, current affairs. The nature of social media means that complaints are visible and can escalate quickly. Not acting in a timely fashion can be detrimental to The Assn.

18. The SMS regularly monitors our social media spaces for mentions of The Assn, 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 SMS will do the following: Discuss with channel administrators and respond.

19. If anyone outside of The Assn become aware of any comments online that they think have the potential to escalate into a crisis, whether on The Assn's social media channels or elsewhere, they should speak to the SMS or wider committee 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 Assn members are expected to behave appropriately, and in ways that are consistent with Assn's values and policies, both online and in real life.

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

2. Members who have a personal blog or website which indicates in any way that they work on behalf of the Assn should discuss any potential conflicts of interest with the SMS and the committee. Similarly, members who want to start blogging and wish to say that they work on behalf of The Assn should discuss any potential conflicts of interest with the committee.

4. Use common sense and good judgement. Be aware of your connection with Assn and ensure your profile and related content is consistent with how you wish to present yourself to the general public

7. If a member is contacted by the press about their social media posts that relate to The Assn, they should talk to the committee or SMS immediately and under no circumstances respond directly.

8. The Assn 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 Assn, members are

expected to hold Assn's position of neutrality. Members who are politically active in their spare time need to be clear in separating their personal political identity from The Assn and understand and avoid potential conflicts of interest.

9. Never use The Assn's 's logos unless approved to do so. Permission to use logos should be requested from the committee.

10. Always protect yourself and the Assn. 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, it is important that you do so safely.

11. Think about your reputation as well as the Assn'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 Assn and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff 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 SMS 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 staff are posting content on social media as part of their job or in a personal capacity, they should not bring The Assn 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 staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that The Assn is not ready to disclose yet.

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 Assn 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

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 [immediately.

Responsibilities and beach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of The Assn 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. Members who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the SMS or committee.

