



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:

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

EQUALITY AND DIVERSITY (E&D)

The RAFSC& TSW Association (referred to as the Assn) has a 'ZERO TOLERANCE' approach toward any form of discrimination, whether verbal or physical and is committed to treating all people equally and with respect irrespective of their age, disability, gender, marriage or civil partnership, pregnancy or maternity, race, colour, religion or belief, sex or sexual orientation

CODE OF CONDUCT

As a military veteran's association with strong links to both past and current serving RAF personnel, it is imperative that all members conduct themselves in an appropriate manner when representing the Association. On most occasions we are in the presence of serving personnel from all services and of particular importance is the example we set to Junior Officers and ORs. Conduct should always be respectful but especially when publicly representing the Association. Representing the Association includes, but is not exhaustive of the following:

- Parades (Remembrance, Battle of Britain etc.)
- Arranged Association Tours and Visits
- Formal and informal functions (Presidents Dinner, Reunion Dinner etc.)
- Joint events with TSW or other organisations.
- Any public speaking duties such as after dinner speeches or presentation duties – the content and nature must also be considered by the speaker so as not to offend or contravene this Code of Conduct or our E&D Policy

In accordance with the Association E&D Policy and Code of Conduct ALL and ANY behaviour that is seen to contravene this E&D Policy or Code of Conduct or is considered to be of an offensive or discriminatory nature will be investigated and dealt with swiftly and appropriately.

Any Member identified as bringing the Association into disrepute may, following investigation, result in having their membership revoked until further notice, with any reapplication to be considered by the Chairman of the Association Committee, in consultation with the Association President and/or Vice-President

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



