

Moseley Forum

Social Media and Communications Policy

What is social media?

Social media is the term given to any 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.

Why do we use social media?

Social media is a great way of communicating Moseley Forum's work. It is not too time intensive and can get a message out quickly. It can be used for a variety of purposes from advertising an event to educating people about the work undertaken and can be used as an organising tool to encourage involvement and/or support.

Why do we need a policy?

Lots of us already use social media, email and other communication channels in our day to day lives. As a forum, we have certain standards which we must all observe and posting or commenting on social media and communicating with others carries similar obligations to any other kind of publication or commentary in the public domain.

Who is this policy for?

This policy is intended for us all and should be read before engaging in any organisational related social media activity. It sets out good practice guidelines on how we should use social media to support the delivery and promotion of Moseley Forum's work. It sets out what we must all be aware of when interacting in these spaces, whether on behalf of Moseley Forum or in a personal capacity and is designed to help support and expand our official social media channels, while protecting us all, and the charity and its reputation.

Moseley Forum's Social Media Sub-group

The Social Media Sub-group is made up by those currently holding the positions of;

- Social Media Lead (SML)
- Forum Vice Chair (FVC)
- Forum Secretary (FS)

who are jointly responsible for the day-to-day publishing and management of our social media channels.

Our social media channels

- **Website** – www.moseleyforum.org.uk
- **Facebook main page** – [@moseleyforum](https://www.facebook.com/moseleyforum)
- **Twitter** – @moseleyforum
- **Instagram** – @moseleyforum

All of the above channels have the primary admin of – SML supported by the FVC and FS with options for other committee members to be added as editors.

Other communication channels

- **WhatsApp** – a private Moseley Forum group chat is used to communicate messages and information amongst committee members.
- **MailChimp** is an email marketing platform that Moseley Forum uses to communicate with supporters on behalf of the Forum and to those who have signed up to receive emails via the website – primary admin FS

- **Eventbrite** is an event management and ticketing website which allows the Forum to create and promote local events. As and when deemed necessary attendance at Forum meetings will be enabled via this ticketing website.
- **Zoom** is a social networking app enabling interaction between many individuals via the internet bringing people together in a virtual world. Moseley Forum uses Zoom to enable those who cannot attend meetings in person to attend virtually. The privacy of people attending meetings via this platform is dealt with in the Privacy Statements document.

Using Moseley Forum's social media and communication channels

1. We are all ambassadors for Moseley Forum and must ensure we reflect Moseley Forum's values in all posts that are made public on social media. Remember, once posted, they can never truly be deleted.
2. All social media content should have a purpose and a benefit for Moseley Forum and accurately reflect any agreed position. Posts or sharing of posts made in the name of Moseley Forum must not be seen to take a position on issues affecting the community that have not been agreed by the committee.
3. All posts should bring value to both Moseley Forum and our audiences. Our posts should be informative, and should encourage engagement and participation.
4. Members of the social media subgroup should take the utmost care with the presentation of content of any posts on social media and before posting, it's good to pause, think and double check!
5. It's easy on to get accounts muddled up so if you also have personal accounts then just double check that the correct user account is selected.
6. Before you hit post, check for typos, misspellings or grammatical errors in the post. You can edit posts on Facebook but Twitter does not give this option.
7. Where images are used, check the quality of them and ownership and/or licence and credit source where appropriate. (See point 8)
8. If you are tired, hungry, angry or had a couple of glasses of wine then wait until the next day to post!
9. The social media subgroup will do its best to keep an eye on social media spaces for mentions of Moseley Forum so any potential issues can be caught early but all committee members using social media should help with this task. If an issue arises then please inform the SML, FVC or FS as soon as possible so that the necessary action can be taken.
10. Moseley Forum does not hold a view on party politics or have any affiliation with or links to political parties. It is therefore essential that when representing Moseley Forum, committee members are expected to hold Moseley Forum's position of neutrality.
11. Social media is a great tool to raise the profile of Moseley Forum and highlight the work done for the benefit of the Moseley community. When sharing information about events or a programme please check to see if the details are available on our website first, and if so then share the website link to where the content is held rather than a link to another social media channel.
12. Committee members are also encouraged to share tweets and posts that have been put in the public domain via official Moseley Forum social media accounts as this helps to raise our profile across the community. If you then want to share a Moseley Forum tweet, please tag #@moseleyforum and encourage visits to our website for more info.
13. It is important that photos and stories relating to specific work undertaken by Moseley Forum are shared with the subgroup so that they can be posted on social media via the official Moseley Forum accounts in the first instance. (If you share photos with us then we will assume you have given consent for use on our social media channels. If you wish to be credited with any images then please let us know at time of sharing).
14. We do encourage you to share your involvement in any activities if you choose to do so following the guidance above and once the information has been posted via Moseley Forum official channels.

- 15. When online in a personal capacity, you might also see opportunities to comment on or support Moseley Forum and the work done. Where appropriate and using the guidelines within this policy, we encourage this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight as outlined above.
- 16. Email can be a great way of sharing information and managing the workload as it's quick and direct and most of us can pick up our emails on a range of devices. But as we are all volunteers, with busy lives outside of Moseley Forum, we should think about how we use emails and make sure we don't clog up people's time and systems unnecessarily!
 - a. Think before you send an email. Is it the best way to communicate? Would it be easier to phone, send a WhatsApp or a text message or meet in person?
 - b. Think before replying to or forwarding an email. Do you really need to reply at all or send it on?
 - c. When replying, don't send a "reply to all" unless it is necessary for all copy recipients to know your response.
 - d. The expectation is that emails are being sent "to" people who must take some sort of action. The "cc" is for people who need to know about this. Anyone else shouldn't be included.
 - e. If you are sending emails to all committee members then make clear whether the email is sent for action or information and what the recipient is being asked to do and by when.
- 17. WhatsApp is a method of private communication and users manage their own accounts for one-on-one chats and small group conversations. The Moseley Forum Committee has a group chat set up and uses this regularly for Moseley Forum related discussions and content. Many of us will be members of a number of chat groups and like email, it is helpful to ensure we stick to some points of good practice when using WhatsApp.
 - a. Refrain from chatting with a single person as much as you can – you could switch onto a private chat if you want to have a talk with a particular person.
 - b. Don't spam the group with unnecessary chains and forward audio, videos, photos, messages that are not relevant.
 - c. This is a private group and we ask that messages are not forwarded to others outside of the committee unless a specific request to do so is made by the Chair.
- 18. User names, passwords and other means of accessing the portals should be held securely by the Social Media team and as and when personnel change should be freely shared. The 'hand-over' of such security should be accompanied by a tutorial.
- 19. The digital content of all channels remains the legal property of Moseley Forum irrespective of the individual posting.

This policy will be reviewed every two years or sooner where legislation is amended.

Adoption

This Social Media & Communications Policy was adopted by Moseley Forum

on 16 May 2023

First Review due 16 July 2025

Signed  **Date: 1 August 2023**

David Isgrove (Chair)

Further information

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Even the sharing of posts could inadvertently bring Moseley Forum into disrepute. An online comment, such as a tweet, is potentially libellous in England and Wales if it damages someone's reputation "in the estimation of right-thinking members of society". It can do this by exposing them to "hatred, ridicule or contempt". It is a civil offence (rather than a criminal one) so you won't go to prison, but you could end up with a large damages bill. These rules also apply to a 'retweet' – which is when you share or forward someone else's message on Twitter. You may not have made the original allegation, but retweeting it could be seen as an endorsement. You could be accused of making a defamatory statement, and you could be sued. You can also be sued even if you do not name a person in a defamatory statement.

Basically, if the person you are talking about can be identified from what you have said, then you can be sued. The BBC have a useful guide here -

http://downloads.bbc.co.uk/webwise/get-connected/Social_media_and_libel.pdf

Copyright law

It is critical that all those posting on social media on behalf of Moseley Forum abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Photographs, illustrations and other images will generally be protected by copyright as artistic works. This means that a user will usually need the permission of the copyright owner(s) if they want to perform certain acts, such as copying the image or sharing it on the internet. More information is available here - <https://bit.ly/3hc5dCu>

Discrimination and harassment

No one linked to Moseley Forum should post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Moseley Forum 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