

Social media policy

This policy outlines the principles governing U3AC's management of social media.

Definition

U3AC's direct use of social media is limited to its page on Facebook. The use of additional social media platforms is subject to approval by the Marketing Officer and/or the Council.

Purpose

U3AC uses Facebook to raise U3AC's profile and illustrate the scope of its activities in order to

- (a) Improve awareness of U3AC in order to attract new members.
- (b) Reinforce and affirm the benefits of membership among existing members.
- (c) Promote the U3AC brand to the general public.

Management

Management of U3AC's Facebook page is delegated to the Office staff (principally the Administration coordinator), who will ensure that all material loaded on the page contributes to the purpose above.

Access for loading and editing content is secure and will be managed solely by the Office staff.

The Office staff will act as moderators for all material submitted for the page by members (or others).

The Office staff will use all reasonable endeavours to ensure that no third party material is used on the page without the copyright holder's prior permission and, in the case of photographs, without the subject's prior permission also.

If it is drawn to the attention of Office staff that third party material has been used without appropriate permission, they will delete it at the earliest opportunity.

Scope

The Facebook page will include routine information on U3AC's activities, special events and material provided by members and groups illustrating one-off activities, e.g. visits organised by the Social and Cultural Committee.

Responding to criticisms, etc.

In the event that a criticism or abusive comment is posted on Facebook by a third party to which the Office staff consider a response is necessary (or to which their attention is drawn by a user), this will be reported without delay to the Marketing Officer, Chair, or Vice-Chair and no response shall be made without their approval.

U3AC's postings to other social media groups

The Administration Coordinator will join appropriate local social media groups to facilitate postings that relate to U3AC's 'public' events such as the Open Day, with the aim of promoting U3AC to non-members and encouraging them to join.

Use of personal social media accounts by Office staff and trustees

Staff and Trustees should ensure that any references to U3AC on their social media account(s) do not misrepresent the charity or present it in an adverse light. No personal account should be used to speak on behalf of U3AC.

Use of personal social media accounts by tutors and other volunteers

Tutors and relevant others will be advised and regularly reminded that any posts loaded on their personal social media account(s) relating solely to their U3AC activities should be accessible only to the relevant U3AC members. In addition, they should ensure that any posts on their own or others' accounts relating to U3AC do not suggest, however indirectly, that their work is accredited in some way by U3AC; nor should they misrepresent U3AC or present it in an adverse light.

Approved by Council: 19 December 2023

Next review date: December 2024