



Romsey Men's Shed Social Media Policy

January 17 2024 V2.2

Social Media policy scope

This policy has been developed in recognition of the growing popularity of and participation in online social media. Romsey Men's Shed is supportive of RMS members participating in social media in their personal time to keep in touch with their friends, share information or become involved in online discussions.

However, for RMS members who use social media within Romsey Men's Shed or in a personal capacity, it is important to understand RMS member obligations when the online communication is about Romsey Men's Shed, our activities, other Shed members, or other shed-related issues.

The term 'social media' refers broadly to any online media which allows for user participation, interaction, or publishing.

Commonly used social media tools include but are not limited to, WhatsApp, Facebook, Google Groups, and email.

This policy applies to all members of Romsey Men's Shed and all types of social media.

This policy does not apply to:

- Shed members' personal use of social media where no reference is made to Romsey Men's Shed and/or such usage has no connection to the shed or shed-related matters.
- or
- Online communications published by Romsey Men's Shed representatives who are specifically authorised to communicate via social media platforms on behalf of Romsey Men's Shed.

Romsey Men's Shed is a Registered Charity no 1167471
Registered Office: The Community Office,
Greatbridge, Romsey SO51 8ZB

www.romseymensshed.org.uk





Social Media policy

Although many users may consider their personal comments posted on social media or discussions on social networking sites to be private, these communications are frequently available to a larger audience than the author may realise.

As a result, any online communication that directly or indirectly refers to Romsey Men's Shed, our activities and products (e.g. craft sales), Romsey Men's Shed members or other shed-related issues, has the potential to damage Romsey Men's Shed reputation or interests.

When participating in social media in a personal capacity, RMS members must:

- Not disclose Romsey Men's Shed's information which is not readily available to the public.
- Not use the Romsey Men's Shed logo or branding on any social media platform without prior approval from the Trustees.
- Not communicate anything that might damage Romsey Men's Shed's reputation, brand image, our interests, or the confidence of those for who we are involved in activities.
- Not represent or communicate on behalf of Romsey Men's Shed in the public domain without prior approval from the Trustees.
- Not post any material that would directly or indirectly defame, harass, discriminate against or bully any Romsey Men's Shed member or customers.
- Not post anything on social media which could be harmful to Romsey Men's Shed, its members or any members of the general public.
- When posting photographic images to any social media, RMS members must be sure of the following:
 - That none of the images will infringe copyright (having sought permission if unsure).
 - None of the images are of children unless parental permission has been obtained (verbally or otherwise).

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- None of the images are of members who have stated that they do not wish their images to be published (either on public or private media). Existing members will be asked whether they consent or object to having their images included in any public or private media, and this will also be asked of new members as part of the initial Men's Shed sign-up process.
- Ensure, when identifying themselves (or when they may be identified) as a Romsey Men's Shed member, that their social media communications:
 - are lawful, and
 - comply with Romsey Men's Shed's policies and procedures including the Code of Conduct, Equal Opportunity Policy, Safeguarding and Data Protection Policies.

Examples of potential breach

Examples of potential breaches of this policy include but are not limited to:

- Posting a comment on the Romsey Men's Shed Facebook page in response to a customer comment or complaint.
- Uploading video footage to YouTube showing anything that could damage Romsey Men's Shed reputation.
- Making derogatory comments about Romsey Men's Shed or RMS members, customers, or suppliers.
- Posting obscene images or offensive comments to Facebook about a Shed member where this could constitute bullying, discrimination, or harassment.

Good practice when using social media

When engaging on social media, RMS members should:

- exercise care and discretion with their use of online communication. Shed members should work on the assumption that content may be viewed by, sent, forwarded, or transmitted to someone other than who was intended to view the communication.

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ROMSEY MEN'S SHED



- take care not to disclose other people's personal information or publish images of others without permission. Be aware that people may be readily identifiable even when names are not used.
- refer to a Trustee if unsure whether an intended online communication may be in breach of this policy.
- use common sense and respect others in posts and discussions. If an RMS member disagrees with the opinion of another, they should keep responses appropriate and inoffensive.
- adopt the simple practice of stepping back, re-reading and thinking about what they post before doing so.

This policy will be reviewed once a year. Date of next review December 2024.

Date..... 24th April 2024

Signature Chair..... M. A. Kull

Signature Secretary..... Leah

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