Alnwick Area Friends of the Earth

Social Media Policy

Alnwick Area Friends of The Earth uses social media to promote its campaigns on a wide variety of environmental issues by sharing information with its supporters, other environmental organisations and campaigns, and the general public. This policy sets out how we will use social media, who is responsible for its usage and the standards that we want to uphold.

Scope of the policy

Social media is defined as any form of online interactive platform or communication tool that encourages and facilitates exchange of information or participation from others. It can help us raise awareness of environmental issues, promote our campaigns and events, share news, raise our public profile and increase our membership and celebrate our successes.

This policy applies to any activity on these forums, any we may choose to use in the future, and to anyone using these forums on behalf of the group.

Roles and responsibilities

There are clear lines of responsibility for the use of social media within Alnwick Area FoE (AAFoE)

The AAFoE Committee has the final say on matters of policy and practice relating to social media usage but it delegates day-to-day decision-making and operational matters to the Coms Group. The Coms Group reports regularly to the Committee.

The committee, acting on the advice of the Coms Group, agrees and records the named individuals responsible for each social media forum and for:

- Posting material on our social media channels and responding to those who interact with our postings
- Removing any material that could be considered offensive or contrary to the aims of the group and reporting any such incidents to the Communications group or to the wider meeting

- Periodically reporting back on social media activity – e.g. numbers of people connected to our channels of communication

Guidelines for using social media

Anyone using social media in relation to the activity of the group should adhere to the following guidelines

- Any social media content has a purpose and a benefit for AAFoE to further our aims
- AAFoE does not have any affiliation to political parties – views can be expressed where policies may impact on our aims, but it is essential that any contribution is seen to be neutral in respect of party politics
- Material from third party organisations and individuals may be shared *where appropriate* to the goals and ethos of AAFoE
- Social media users should not assume that material that's shared or included in any post is accurate – information and data can be incorrect, photos can be manipulated - where possible, try to seek verification
- Posts should be positive in tone and reflect well on the group and its members
- Social media users should respect individual or group identities and use appropriate terminology and pronouns
- Any material published on our social media channels which subsequently proves to be problematic, will be removed promptly
- Social media users agree to keep the Coms Group and/or the committee informed about any posts or discussions that are generating adverse publicity or that have been flagged as problematic, as well as any other matters that may risk bringing the group into disrepute.

Any member using social media in relation to the group activities should not

- Breach copyright, data protection or other relevant legislation, share material such as images or videos that could infringe the rights of others or share material without the appropriate permissions or acknowledgements
- Post sensitive or confidential material
- Post, share, like or link to content that could be considered derogatory, defamatory, harassing or discriminatory in nature
- Present personal views as being those of the group

- Make contributions that could bring AAFoE into disrepute
- Use social media in a manner contrary to the overall aims of the group

Security and Safety on-line

AAFoE will do everything it reasonably can to ensure that any online forums we use will be safe for anyone participating in them

All named members responsible for managing an online space on behalf of AAFoE will

- Keep any passwords secure
- Be familiar with privacy settings and use them appropriately
- Change passwords if someone else takes on the responsibility for a particular forum

This policy can and will be reviewed at any time in the future, and any additional online platforms can be added with agreement from the group

October 2024