

STOKESLEY AND DISTRICT U3A SOCIAL MEDIA POLICY

1. Purpose of this policy

This policy outlines the principles and standards that guide the use of social media by and within Stokesley & District u3a (S&Du3a). It aims to:

- Ensure appropriate use of social media to raise awareness of Stokesley and District u3a in the local area, to create a positive perception of the organisation within the local community, and to encourage new members.
- Promote safe and respectful online interaction.
- Ensure S&Du3a complies with legislation regarding, inter alia, data protection and copyright.
- Protect the reputation of the u3a.

2. Scope

This policy applies to:

- Official S&Du3a social media accounts (currently, but not limited to, Facebook)
- Those with delegated authority to manage social media.

3. Guiding principles

All members engaging with our social media channels should ensure they are following S&Du3a's existing policies, including, but not limited to, the Member Code of Conduct, Data Protection Policy and Privacy Policy. Users should:

- Be respectful and courteous in all interactions.
- Avoid inflammatory, offensive or discriminatory language.
- Personal disagreements should not be conducted via S&Du3a social media channels.
- Avoid posting content, photographs or comments that could bring S&Du3a into disrepute.

4. Security and moderation

- Official accounts will be moderated and administered by S&Du3a members appointed by the Committee. Only those appointed as administrators are allowed to post to official u3a social media pages. At present, the only official S&D u3a social media channel is Facebook.

- Posts may be shared by the administrators to local pages in line with the objective of raising awareness of S&Du3a in the local community.
- Any member may submit material for posting on u3a social media pages, subject to approval and/or editing by the administrators. The administrators' decision on what to post, and where to share it, is final.
- S&Du3a will use standard functionality to achieve its social media objectives. Posts will therefore be visible to non u3a members but content and comments will be moderated to ensure they remain in line with this policy.
- Inappropriate comments may be removed by the administrators in line with this policy.

5. Privacy and consent

- The posting of personal information (eg addresses, phone numbers, email) must be avoided.
- The S&Du3a policy on photographs must be followed, meaning that identifiable images of members should not be displayed on social media.
- Members' rights to privacy and anonymity should be respected. Therefore, the posting of members' names must be avoided.

6. Content

- Posts must be relevant to the u3a and its activities. Posts will largely report on activities that have taken place, rather than advertise forthcoming events, and will direct readers to the S&Du3a website for further information.
- Posts must be factual, neutral and non-political.
- Misinformation or unverified claims must not be shared.
- Promoting political or religious views or commercial interests is not permitted..
- Business advertising is not permitted.
- Social media posts should be welcoming and inclusive of all members and potential future members.

7. Copyright

- The u3a's guidance on copyright and on compliance with copyright legislation must be followed.
- Wherever possible, members' own photographs should be used to illustrate posts to avoid accidentally using an image restricted by copyright.
- Just because an image is available on the internet does not mean it is exempt from copyright. Use of non-member images should be restricted to those published under a relevant public copyright licence such as the Creative Commons CCBY licence. This allows re-users to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to the creator <http://search.creativecommons.org/>

Version	Date implemented	Revisions	Review date	Reviewer
1	Adopted by S&Du3a Committee, 26 June 2026		26 June 2028	Karen Boddy