

SOCIAL MEDIA POLICY

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Drafted by	Fraser Baxter	Approved by	08.09.2020
		Committee of	
		Management on	
Responsible person	Secretary	Scheduled review date	07.09.2021

Introduction

Social media such as Twitter, Facebook, YouTube and blogging represent a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before.

However, it is also an area in which rules and boundaries are constantly being tested. This policy is designed to maximise our social media reach while protecting our public reputation.

Purpose

Brain Injury Matters may choose to engage in social media such as:

- Twitter
- Facebook
- Google
- Instagram
- YouTube/Vimeo

Brain Injury Matters seeks to encourage information and link-sharing amongst its membership, staff and volunteers, and seeks to utilise the expertise of its members, employees and volunteers in generating appropriate social media content.

At the same time, social media posts should be in keeping with the image that Brain Injury Matters wishes to present to the public, and posts made through its social media channels should not damage the organisation's reputation in any way.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

Core Policy

Brain Injury Matters social media use shall be consistent with the following core values:

- **Integrity:** Brain Injury Matters will not knowingly post incorrect, defamatory, or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the organisation's privacy policy.
- **Professionalism:** Brain Injury Matters social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. As a self-advocacy, posts should be made by Brain Injury Matters members may, from time to time and as appropriate, on behalf of Brain Injury Matters using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- **Information Sharing:** Brain Injury Matters encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.

Brain Injury Matters should seek to grow its social media base and use this to engage with existing and potential members, donors and stakeholders. At the same time, a professional balance must be struck which avoids placing the organisation's reputation at risk.

Authorisation



Virginia Giddings
Executive Secretary
Brain Injury Matters
10/09/2020

SOCIAL MEDIA PROCEDURES

Responsibilities

BIM members may, from time to time and where appropriate, post on behalf of Brain Injury Matters using the organisation's online social media profiles. This is to be done only with the express knowledge and authorisation of the Committee of Management.

The Committee of Management has ultimate responsibility for:

- Ensuring that all posts are in keeping with Brain Injury Matters core Social Media Policy.
- Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimising the risk of a repeat incident.
- Ensuring that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post.
- Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.

It is important to maintain the balance between encouraging discussion and information sharing and maintaining a professional and appropriate online presence.

Delegation

Social media is often a 24/7 occupation; as such, such responsibilities as outlined above may be delegated by the Committee of Management to an appropriate BIM member, staff member or volunteer.

Processes

Posting to social media

Before social media posts are made, Committee of Management members, BIM members should ask themselves the following questions:

- Is the information I am posting, or reposting, likely to be of interest to Brain Injury Matters members and stakeholders?

- Where posts involve photographs and/or the personal details, has written consent been obtained from each individual person?
- Is the information in keeping with the interests of the organisation and its constituted aims?
- Could the post be construed as an attack on another individual, organisation or project?
- Would Brain Injury Matters donors be happy to read the post?
- If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- If reposting information, is the original poster an individual or organisation that Brain Injury Matters would be happy to associate itself with?
- Are the tone and the content of the post in keeping with other posts made by Brain Injury Matters? Does it maintain the organisation's overall tone?

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with a Committee of Management member. A few moments spent checking can save the organisation big problems in the future.

Damage limitation

In the event of a damaging or misleading post being made, the Committee of Management should be notified as soon as possible, and the following actions should occur:

- The offending post should be removed.
- Where necessary, an apology should be issued either publicly or to the individual or organisation involved.
- The origin of the offending post should be explored, and steps taken to prevent a similar incident occurring in the future.

Moderating social media

The reputation of Brain injury Matters is first and foremost, and this involves maintaining a safe and friendly environment for its members.

From time to time social media forums may be hijacked by trolls or spammers or attract people who attack other posters or the organisation aggressively. To maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:

- Excessive or inappropriate use of swearing

- Defamatory, slanderous, or aggressive attacks on Brain Injury Matters, other individuals, organisations, or public figures
- Breach of data protection or privacy laws (for example, no written consent obtained for people in a posted photograph)
- Repetitive advertisements
- Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

If a post appears only once:

- Remove the post as soon as possible
- If possible/appropriate, contact the poster privately to explain why you have removed the post and highlighting Brain Injury Matters posting guidelines.

If a someone continues to post inappropriate content, or if the post can be considered spam:

- Remove the post as soon as possible
- Ban or block that person, to prevent them from posting again.

Banning and blocking should be used as a last resort only, and only when the that person intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

The decision to block, ban and remove posts ultimately lies with the Committee of Management, but may, at their discretion, be delegated to responsible BIM members or staff.

Authorisation



Virginia Giddings
Executive Secretary
Brain Injury Matters
10/09/2020