



## SOCIAL MEDIA POLICY

A guide for members on using social media to promote the work of York Astronomical Society and in a personal capacity

This policy will be reviewed on an ongoing basis, at least once a year. York Astronomical Society will amend this policy, following consultation, where appropriate.

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## Introduction

### York Astronomical Society (YAS, YorkAstro)

#### What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

#### Why do we use social media?

Social media is essential to the success of communicating York Astronomical Society's work. It is important for some members to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of York Astronomical Society's work.

#### Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to York Astronomical Society's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all *members, volunteers and trustees*, and applies to content posted on both a *York Astronomical Society* device and a personal device. Before engaging in work-related social media activity, staff must read this policy.

#### Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of York Astronomical Society, and the use of social media by members in both a society and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help staff support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

#### Which social media channels do we use?

York Astronomical Society uses the following social media channels:

Facebook - <https://www.facebook.com/YorkAstro/>  
and <https://www.facebook.com/groups/yorkastro/>  
Twitter - <https://twitter.com/yorkastro>  
Instagram - <https://www.instagram.com/yorkastro/>

*York Astronomical Society has a Facebook account which it uses to share news with supporters and to encourage people to become involved in our work.*

The YorkAstro Group is used as chat group. A limited number of Administrators can approve membership requests.

## Guidelines

### Using York Astronomical Society's social media channels — appropriate conduct

1. The Trustees are responsible for setting up and managing York Astronomical Society's social media channels. Only those authorised to do so by the Trustees will have access to these accounts.

2. Be an ambassador for our brand. Members should ensure they reflect York Astronomical Society values in what they post and use our tone of voice. Our brand guidelines set out our tone of voice that all staff should refer to when posting content on York Astronomical Society's social media channels.
3. Make sure that all social media content has a purpose and a benefit for York Astronomical Society, and accurately reflects York Astronomical Society's agreed position.
4. Bring value to our audience(s). Answer their questions, help and engage with them
5. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
6. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
7. If members wish to contribute content for social media, whether non-paid for or paid for advertising, they should contact the Trustees about this.
8. Members shouldn't post content about supporters or service users without their express permission. If members are sharing information about supporters, service users or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from York Astronomical Society. If using interviews, videos or photos that clearly identify a child or young person, members must ensure they have the consent of a parent or guardian before using them on social media.
9. Always check facts. Members should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
10. Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.
11. Members should refrain from offering personal opinions via York Astronomical Society's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about York Astronomical Society's position on a particular issue, please speak to Trustees.
12. It is vital that York Astronomical Society does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.
13. Members should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.
14. Members should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of York Astronomical Society. This could confuse messaging and brand awareness. By having official social media accounts in place, the Trustees can ensure consistency the brand and focus on building a strong following.
15. York Astronomical Society is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.
16. If a complaint is made on York Astronomical Society's social media channels, members should seek advice from the Secretary before responding. If they are not available, then members should speak to any Trustee.

18. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

If any members become aware of any comments online that they think have the potential to escalate into a crisis, whether on York Astronomical Society's social media channels or elsewhere, they should speak to the Secretary immediately.

### **Use of personal social media accounts — appropriate conduct**

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. York Astronomical Society members are expected to behave appropriately, and in ways that are consistent with York Astronomical Society's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive York Astronomical Society. You must make it clear when you are speaking for yourself and not on behalf of York Astronomical Society. If you are using your personal social media accounts to promote and talk about York Astronomical Society's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent York Astronomical Society's positions, policies or opinions."
2. Members who have a personal blog or website which indicates in any way that they are a member of York Astronomical Society should discuss any potential conflicts of interest with the Secretary. Similarly, members who want to start blogging and wish to say that they are a member of York Astronomical Society should discuss any potential conflicts of interest with the Secretary.
3. Those in Trustee or committee roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing York Astronomical Society's view.
4. Use common sense and good judgement. Be aware of your association with York Astronomical Society and ensure your profile and related content is consistent with how you wish to present yourself to the *general public, fellow members, sponsors and funders*.
5. York Astronomical Society potentially works with several high profile people, including *celebrities, journalists, politicians and donors*. Please don't approach high profile people from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships that are being managed by the Trustees. This includes asking for retweets about the charity.  
If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to the Secretary to share the details.
7. If a member is contacted by the press about their social media posts that relate to York Astronomical Society, they should talk to the Secretary immediately and under no circumstances respond directly.
8. York Astronomical Society is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing York Astronomical Society, members are expected to hold York Astronomical Society's position of neutrality. Members who are politically active need to be clear in separating their personal political identity from York Astronomical Society, and understand and avoid potential conflicts of interest.
9. Never use York Astronomical Society's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Trustees.

10. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully. When you are using social media sites it is important that you do so safely.

11. Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

12. We encourage members to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support York Astronomical Society and the work we do. Where appropriate and using the guidelines within this policy, we encourage members to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the Secretary who will respond as appropriate.

## Further guidelines

### **Libel**

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether members are posting content on social media as part of their job or in a personal capacity, they should not bring York Astronomical Society into disrepute by making defamatory comments about individuals or other organisations or groups.

### **Copyright law**

It is critical that all members abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

### **Confidentiality**

Any communications that members make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that York Astronomical Society is not ready to disclose yet. For example, a news story that is embargoed for a particular date. Please refer to our Privacy policy for further information.

### **Discrimination and harassment**

Members should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official York Astronomical Society social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

### **Protection and intervention**

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if a member considers that a person/people is/are at risk of harm, they should report this to the Secretary immediately..

### **Under 18s and vulnerable people**

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, members should ensure the online relationship with York Astronomical Society follows the same rules as the offline 'real-life' relationship. Members should ensure that young people have been made aware of the risks of communicating and sharing information online, and given guidance on security/privacy settings as necessary. Members should also ensure that the site itself is suitable for the young person and York Astronomical Society content and other content is appropriate for them. Please refer to our Child Protection Policy.

### **Responsibilities and breach of policy**

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of York Astronomical Society is not a right but an opportunity, so it must be treated seriously and with respect. For staff, breaches of policy may incur disciplinary action, depending on the severity of the issue. Please refer to our Constitution for further information on disciplinary procedures. Members who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Secretary

Contact: [secretary@yorkastro.org.uk](mailto:secretary@yorkastro.org.uk)