



NORTHAMPTONSHIRE FAMILY HISTORY SOCIETY

Social Media Policy

Introduction

Northamptonshire Family History Society (NFHS) recognises that the use of social media is now an everyday part of life and is deeply aware of the benefits that its correct use may have, particularly in keeping the public informed and raising the profile of the Society amongst a wider audience.

This Policy outlines NFHS's commitment to the use of social media whilst protecting the interests of the Society itself, its Members and the wider family history community.

Social media is broadly defined as any website or application that enables users to create and share content or participate in social networking.

For the purpose of this Policy, all references to social media include the following:

- Blogs
- Facebook
- X (previously Twitter)
- YouTube
- What's App
- Discussions groups and forums

The definition of social media covered by this Policy also includes any similar services available now or in the future.

Application

This Policy applies to all use of social media by any Trustee or member of the Society.

Responsibility

Day to day responsibility on behalf of the Society lies with the Social Media Officer who will post routine announcements regarding meetings, Society events or other family history related content.

Access to the Society's social media accounts is granted to the Social Media Officer and the Chairman. It may also be given to another Officer of the Society.

Each Trustee or member should be aware of this policy in relation to their individual personal use of social media and take care that any personal views posted will not be misunderstood or misconstrued as being the view of the Society.

Social Media – Benefits

Social media offers a number of potential benefits to NFHS and its Members, including:

- Ease of communication
- Increased exposure to a wider audience
- Additional revenue streams (generally via promotions of events/sales)
- Promotion of activities that NFHS is involved with directly or indirectly

Social Media – Risks

Each individual must be aware that any information posted onto the internet (which includes social media) where others have access is available for public viewing. It is often forgotten that anything said to one person might be seen by a great many others. Once posted, it is not then possible to say it was not meant, or that it was a private comment, and not intended for onward distribution or publication

Other potential risks may include but are not limited to:

- Cyber bullying
- Exposure to inappropriate and/or illegal content
- Theft or misuse of personal information
- Defamation
- Criminal activities
- Misuse of copyright law

Duty of Protection

When using social media the NFHS expects all those covered by this Policy to adhere to the following:

- You must not post information or make comments that could bring the Society into disrepute or which are derogatory or disrespectful in any way to NFHS or anyone associated with it;
- Comments should not be speculative or have an actual or likely negative impact on NFHS's reputation, its partners, members or clients or be intended to do the same or be posted without proper regard to the potential for harm;
- You shall not post any pictures or statements that may cause embarrassment or distress to anyone.

Examples of unacceptable comments or postings are creating, accessing or circulating any material that:

- Could potentially result in an operational or reputational risk to NFHS or anyone associated with the same
- Contains profanity, obscenities, derogatory or abusive remarks;
- Could be viewed as containing discriminatory material whether on the grounds of race, sex, sexual orientation, disability, age, nationality, religion or belief, pregnancy or gender re-assignment;
- Contains images of a sexual nature
- Could be construed as libellous by the person about whom the comment is made difficult to define;
- May have the effect of creating an intimidating or hostile environment for others;
- Could lead to allegations of bullying or harassment
- Discloses confidential information or information

Where any offending material has been posted and this is brought to the attention of the Society, steps will be taken to have the material removed. In this respect, power to take relevant action is devolved to the Chairman and Vice-Chair who shall act jointly in such cases.

In all cases, any views expressed are not necessarily those of the Society but must at all times take note of the wording and clauses in this Policy.

This policy will be reviewed by NFHS Executive Committee after one year and then every three years or when significant changes are made to legislation or new guidance issued by the Charity Commission or the Family History Federation, either or both of them.

This Policy was adopted by the Executive Committee at a committee meeting held on

Signed: AMalin

Date: 16 December 2023