

# CHESHIRE FEDERATION OF YOUNG FARMERS CLUBS

## SOCIAL MEDIA POLICY



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Cheshire Federation of Young Farmers Clubs (Cheshire YFC) and its affiliated Clubs use social media in its work and recognises that those who are involved in its work may also use social media either as part of their role or in their private lives. A written policy is therefore required for all members and stakeholders on the acceptable use of social networking in the organisation.

Cheshire YFC encourages the responsible use of social media. The purpose of this policy is to set out what Cheshire YFC expects from our members when using social media. It is important to remember that we are all ambassadors for the charity and that **social media is never private**.

This policy is solely for members and aims to:

- give clear guidelines on what members can say about the organisation;
- comply with relevant legislation and protect members;
- help members draw a line between their private lives and their membership;
- protect Cheshire YFC against liability for the actions of members;
- be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

**Remember:** Comments and images posted on social network sites and similar channels are public and can carry repercussions for your future, result in you becoming liable for prosecution and damage the reputation of your YFC club and Cheshire YFC as a whole.

Breach of this policy will result in disciplinary action.

### **1. Policy statement**

1.1 Cheshire YFC recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our work using a wide variety of social media, such as Facebook, Twitter, blogs and wikis etc. This policy aims to protect members and officials and to encourage you to take responsibility for what you write, exercise good judgment and common sense.

1.2 Inappropriate use of social media can pose risks to our organisation and reputation, and can jeopardise our compliance with legal obligations.

### **2. Who is covered by the Policy?**

This policy covers members. There is a separate policy for paid staff

### **3. Scope and purpose of the Policy**

3.1 This policy deals with the use of all forms of social media, including Facebook, YouTube, Twitter and all other social networking sites, and all other internet postings, including blogs.

3.2 It applies to the use of social media both for the organisation and personal purposes.

3.3 If a member is found to be in breach of this policy then the Federation Top Table will address this.

3.4 Members may be required to remove internet postings which are deemed to constitute a breach of this policy.

3.5 This policy links to all other policies therefore social media should never be used in a way that breaches any of our other policies such as equal opportunities, data protection etc.

### **4. Personnel responsible for implementing the Policy**

4.1 All members have a specific responsibility for operating within the boundaries of this policy, ensuring that all members understand the standards of behaviour expected of them and taking action when behaviour falls below this.

4.2 All members are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to the Coordinator.

4.3 Any content which raises a safeguarding concern must be reported to the Federations DBS official in line with the reporting procedures outlined in Cheshire YFC Safeguarding Policy.

## **5. Guidelines for responsible use of social media**

The following sections of the policy provide members with common-sense guidelines and recommendations for using social media responsibly and safely.

5.1 We want you to help protect our organisations reputation. Members must not post disparaging or defamatory statements about: the organisation, staff, our sponsors, members past or present

Members should also avoid social communications that might be misconstrued in a way that could damage our reputation, even indirectly.

5.2 Members are personally responsible for what they communicate in social media. Remember that what you publish might be available to be read by the masses, members, future employers, and social acquaintances for a long time. Keep this in mind before you post content.

5.3 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication.

5.4 If you see content in social media that disparages or reflects poorly on Cheshire YFC or our stakeholders, you should report it to the Coordinator or a member of the Top Table immediately. All members are responsible for protecting our reputation.