

Social Media Use Policy

Background

U3A Redlands encourages the use of social media by members, tutors, volunteers and employees as a means of communication and promotion.

Social media is any form of interactive online or web-based publication, forum or presence including, but not limited to Facebook, Instagram, YouTube and blogs and other social media platforms, as well as networking platforms such as e-mail. Appropriately used, they provide the opportunity to engage with members of the community and to reach potential new members.

Governance of the use of social media by members is not limited to formal use in the name of U3A Redlands. Members must also respect U3A Redlands and all other members' reputations in their personal and general social media exchanges.

Purpose

This policy:

- ensures that members are aware of their responsibility when using social media to generate or respond to comments regarding the activities of U3A Redlands or that of individual members; and
- complements other policies, procedures and guidelines of U3A Redlands related to governance of the behaviour of individual members, or which apply to communication and promotion on behalf of U3A Redlands.
- seeks to ensure that the dignity of each member is recognised and that no reputational damage to the organisation or its members is incurred.

Policy

Personal and/or official use of social media by members of U3A Redlands must not bring U3A Redlands into disrepute, offer derogatory or harmful comment about individuals or imply endorsement by U3A Redlands of individual opinions or views.

All communications must reflect the Code of Conduct.

(Insert hyperlink if published on-line or in a newsletter)

Responsibilities

The Management Committee will:

- Encourage the effective use of social media for the purposes of communication and promotion of the organisation and/or events;
- Ensure that any adverse or inappropriate use of social media is addressed promptly;
- Ensure that if a member requests that their name and/or image is not used in any social media platform, that this request is respected;
- Ensure that members have access to this policy, and are provided with updates or developments regarding it.

All members will:

- Ensure that they are aware of this policy regarding the use of social media; and
- Refrain from using social media in a manner which could be considered inappropriate or detrimental to U3A Redlands or any associated individual.

Processes

1. The Management Committee will appoint a Social Media Officer (appointed officer) who will be the official spokesperson for the organisation with regard to the implementation of this policy.
2. U3A Redlands groups who intend to establish a social media site are required to lodge a written application with the Management Committee. If approved, administrative access to the site must be provided to the appointed officer.
3. If posted material is deemed inappropriate by the appointed officer in consultation with the President or the Vice President, the material must be removed immediately.
4. Any member who breaches the policy will be requested in writing to immediately remove inappropriate material or comment from the social media platform.
5. Failure to remove offensive material or cease inappropriate conduct may lead to disciplinary action such as cancellation of membership.