



Corsham Windband Association

Social Media Policy

May 2023



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CWA Social Media Policy

2. Policy Statement

CWA acknowledges 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, and blogs.

This policy aims to protect anyone with CWA in any role and to encourage you to take responsibility for what you write, exercise good judgment and common sense.

Employees and volunteers of CWA (the Charity) may be able to access social media services and social networking websites at work, either through Charity IT systems or via their own personal equipment.

3. Introduction

This policy will set out how employees and volunteers must behave when using the Charity's social media accounts. It also explains the rules about using personal social media accounts on charity time and describes what employees and volunteers may say about the Charity on their personal accounts.

This policy describes the rules governing use of social media at CWA and sets out how employees and volunteers must behave while using the Charity's social media accounts. It also explains the rules about using personal social media accounts at work and describes what employees and volunteers may say about the Charity on their personal accounts.

The Policy will be reviewed every two years by the Board of Trustees, sooner if legislation, best practice, or other circumstances indicate this is necessary. All aspects of this Policy shall be open to review at any time. If you have any comments or suggestions on the content of this policy, please contact Social Media Manager via email Windbandcorsham@googlemail.com

This social media policy describes the rules governing use of social media at CWA. This policy should be read alongside the Privacy Policy and Safeguarding Policy, which can be found [Dropbox/CWA Documentation/CWA Policies](#) or visit [CWA Website](#)

Implementation is immediate and this Policy shall stay in force until any alterations are formally agreed.

4. Why this policy exists

Social media can bring significant benefits to CWA, particularly for building



relationships with current and potential stakeholders. It's important that employees and volunteers who use social media within the Charity do so in a way that enhances the Charity's prospects without compromising its integrity or reputation.

A misjudged status update can generate complaints or damage the Charity's brand. For example, employees and volunteers should avoid compromising the Charity's political impartiality, by not expressing party political views. There are also security and data protection issues to consider.

This policy explains how employees and volunteers can use social media safely and effectively.

5. Policy scope

This policy applies to all employees and volunteers at CWA who use social media while supporting the Charity, no matter whether for business or personal reasons. It applies no matter whether that social media use takes place on Charity premises, while travelling for business or while working from home.

Social media sites and services include (but are not limited to):

- Social networks like **Twitter** and **Facebook**.
- Photographic social networks like **Flickr** and **Instagram**.
- Professional social networks like **LinkedIn** and **official CWA Website**.
- Video content platforms like **YouTube** and **TikTok**

6. Responsibilities

Everyone who operates a Charity social media account or who uses their personal social media accounts at work has responsibility toward CWA for implementing this policy. However, the Social Media Manager has these key responsibilities, for:

- ensuring that CWA, its employees and volunteers uses social media safely, appropriately and in line with the Charity's objectives.
- provide apps and tools to manage the Charity's social media presence and track any key performance indicators. They are also responsible for proactively monitoring for social media security threats, to work with the PR and Marketing Coordinator and the Community Fundraising and Partnerships Manager to roll out marketing ideas and campaigns through our social media channels
- The Social Media Manager is responsible for ensuring requests for assistance and support made via social media are followed up.

7. General social media guidelines

The power of social media

CWA acknowledges that social media offers a platform for the Charity to perform marketing; stay connected with customers, sponsors and build its profile online. The Charity also believes its employees and volunteers should be involved in conversations with other charities/peer groups on social networks.

Social media is an excellent way for employees to make useful connections, share ideas and shape discussions. The Charity therefore encourages employees to use social media to support its goals and objectives.

Regardless of which social networks employees and volunteers are using, or whether they're using business or personal accounts on Charity time, following these simple rules helps avoid the most common pitfalls:

- a) **Know the social network.** Employees and volunteers should spend time becoming familiar with the social network before contributing. It's important to read platforms FAQs and understand what is and is not acceptable on a network before posting messages or updates.
- b) **If unsure, don't post it.** Employees and volunteers must err on the side of caution when posting to social networks on behalf of CWA. If employees and volunteers feels an update or message might cause complaints or offence or be otherwise unsuitable, they must not post it.
- c) **Be thoughtful and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Employees and volunteers will be required to adopt the same level of courtesy used when communicating via social media, email or face to face conversations.
- d) **Look out for security threats.** Employees and volunteer members should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware. Further details below.
- e) **Keep personal use reasonable.** Although the Charity believes that having employees and volunteers who are active on social media can be valuable both to those employees and volunteers to the Charity requests users should exercise restraint in how much personal use of social media they make during the time they are supporting the Charity.
- f) **Don't make promises without checking.** Some social networks are very public, so employees and volunteers must not make any commitments or promises on behalf of CWA without checking that the Charity can deliver on the promises. Direct any enquiries to the PR and Marketing Coordinator.
- g) **Handle complex queries via other channels.** Social networks are not a

good place to resolve complicated enquiries and customer issues. Once a customer has made contact, employees and volunteers should handle further communications via the most appropriate channel — usually email or telephone. If you are unable to deal with the enquiry please inform the Social Media Manager and PR and Marketing Coordinator so that they can respond on behalf of CWA

- h) **Don't escalate things.** It's easy to post a quick response to a contentious status update and then regret it. Employees and volunteers should always take the time to think before responding and hold back if they are in any doubt at all. Take the discussion off-line out of the public domain. If a response is required this will be handled by the Social Media Manager, or nominee in their absence.

Think twice before sending; imagine that you're the recipient - what would your response to the message be?

8. Use of Charity social media accounts

This part of the social media policy covers all use of social media accounts owned and run by the Charity.

Authorised users.

- Only employees and volunteers who have been authorised to use the Charity's social networking accounts may do so.
- Authorisation is usually provided by the Social Media Manager. It is typically granted when social media-related tasks form a core part of an employee's or volunteer's role.
- Allowing only designated people to use the accounts ensures the Charity's social media presence is consistent and cohesive.

Creating social media accounts

- New social media accounts in the Charity's name must not be created, unless approved by the Social Media Manager.
 - The Charity operates its social media presence in line with a strategy that focuses on the most appropriate social networks, given available resources.
 - If there is a case to be made for opening a new account, employees or volunteers must raise this with the Social Media Manager.

9. Purpose of Charity social media accounts

CWA's social media accounts may be used for many different purposes. In general, employees or volunteers should only post updates, messages or otherwise use these accounts when that use is clearly in line with the Charity's overall objectives. For instance, employees or volunteers may use Charity social media accounts to:

- Respond to customer enquiries and requests for help.
- Share blog posts, articles and other content created by the Charity.
- Share insightful articles, videos, media and other content relevant to the Charity, but created by others.
- Provide fans or followers with an insight into what goes on at the Charity.
- Promote marketing campaigns and special offers.
- Support new product launches and other initiatives.
- To listen and participate in conversations.

Social media is a powerful tool that changes quickly. Employees or volunteers are encouraged to think of new ways to use it, and to put those ideas to the PR and Marketing Coordinator and Social Media Manager

Inappropriate content and uses.

To help protect our mission and our brand, CWA reserves the right to hide or delete any comments or content on our pages or in our forum that we feel is inappropriate. In some cases, dependent on frequency, scale or the content posted, CWA reserves the right to ban or block users from posting to our social media pages.

- Charity social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the Charity into disrepute.
- When sharing an interesting blog post, article or piece of content, employees or volunteers should always review the content thoroughly, and should not post a link based solely on a headline.

10. Using Personal social media accounts during Charity time

The value of social media

CWA acknowledges that employees or volunteers' personal social media accounts can generate several benefits. For instance:

- Employees and volunteers can make or volunteers industry contacts that may be useful in their jobs.
- Employees or volunteers can discover content to help them learn and develop in their role.
- By posting about the Charity, employees and volunteers can help to build the Charity's profile online.

As a result, the Charity is happy for employees or volunteers to spend a reasonable amount of time using their personal social media accounts during Charity time, if this will bring value and benefit.

11. Personal social media rules

Use during Charity time:

- Employees and Volunteers may use their personal social media accounts for charity-related purposes during regular hours but must ensure this is for a specific reason (e.g., charity research). Social media should not affect the ability of employees or volunteers to perform their regular duties.
- Employees and volunteers are requested the use of social media accounts for non-charity purposes is restricted to non-work times, such as breaks and during lunch.

Prohibited use:

- You must avoid making any social media communications that could bring the charity into disrepute.
- You should not defame or disparage the charity (which includes CWA or other brand partners), its employees and volunteers or professional, charitable contacts and client confidentiality must be upheld at all times.
- You should never post photographs or images of employees or volunteers, clients or third parties without their express permission and understanding.

Any such actions may result in disciplinary action up to and including termination of service. Employees and volunteers may be required to remove such content. Failure to comply with such a request may can result in disciplinary action.

Talking about the Charity:

- Employees and volunteers should ensure their personal social media account does not represent CWA's views or opinions.
- Employees and volunteers may wish to include a disclaimer in social media profiles: 'The views expressed are my own and do not reflect the views of the Charity.'

12. Safe, responsible social media use

The rules in this section apply to any employees or volunteers using Charity social media accounts.

Users must not:

- Create or transmit material that might be defamatory or incur liability for the Charity.
- Post message, status updates or links to material or content that is inappropriate.
- ¹Inappropriate content includes pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or

¹ definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

- terrorism, or materials relating to cults, gambling and illegal drugs.
- Use social media for any illegal or criminal activities.
- Broadcast unsolicited views on social, political, religious or other non-business-related matters.
- Send or post messages or material that could damage CWA's image or reputation.
- Interact with CWA's competitors in any ways which could be interpreted as being offensive, disrespectful, or rude. (Communication with direct competitors should be kept to a minimum.)
- Discuss colleagues, competitors, customers, or suppliers without their approval.
- Post, upload, forward or link to spam, junk email or chain emails and messages.
- Naming of individuals, such as band members, whether in a complimentary or other context. Please avoid posting personally identifying information without the explicit permission of individuals concerned.

13. Copyright

CWA respects and operates within copyright laws including intellectual property (IP) rights. Users may not use social media to: Publish or share any copyrighted, IP software, media or materials owned by third parties, unless permitted by that third party.

If employees and volunteers wish to share content published on another website, they are free to do so if that website has obvious sharing buttons or functions on it or is deemed as opensource.

When quoting an article or written work that you did not author or do not have permission to reproduce, you may only quote a small portion of the article – usually no more than 20% and you must link to the source if online or provide the source if offline.

Do not share links to illegal copies of music, films, games, or other software.

14. Security and data protection

Employees and volunteers should be aware of the security and data protection issues that can arise from using social networks, see link to GOV UK [Data Protection](#) for more information.

15. Maintain confidentiality

Users must not:

- Share or link to any content or information owned by the Charity that could be considered confidential or commercially sensitive. This might

include details of key customers, or information about future strategy or marketing campaigns. If unsure consult with the Social Media Manager.

- Share or link to any content or information owned by another charity or person that could be considered confidential or commercially sensitive. For example, if a competitor's marketing strategy was leaked online, employees or volunteers of CWA should not mention on the Charity social media.
- Share or link to data in any way that could breach the Charity's Privacy policy.

16. Protect social accounts

CWA Charity social media accounts will be protected by strong passwords that are changed regularly and shared only with authorised users.

Employees or volunteers must not use a new piece of software, apps or service with any of the Charity's social media accounts without receiving approval from the Social Media Manager.

Avoid social media scams.

Employees and volunteers should watch for phishing attempts, where scammers may attempt to use deception to obtain information relating to either the Charity or its customers.

Employees and Volunteers should never reveal sensitive details through social media channels. Charity identities must always be verified in the usual way before any account information is shared or discussed.

Employees and volunteers should avoid clicking links in posts, updates and direct messages that look suspicious. Users should look out for URLs contained in generic or vague-sounding direct messages.

What to look out for:

Is the deal too good to be true? Scammers will often pretend to be from legitimate and trustworthy sources, offering an enticing incentive to click through to a 'too good to be true' deal. So, the first thing you should do is try doing a quick search for the promotion. If the company, organisation, or brand is promoting a deal on social media, they are likely to also be promoting it on their homepage.

Inspect the URL closely inspect any URLs you aren't sure about. Does the URL look suspicious? Does it match the URL of the company website? Sometimes enticing posts on social media link to a fake login page, and when you enter your email and password, you're actually giving those details to a

scammer. Always check that the URL matches the social media website you're using if you're redirected to a login page after clicking a link in a post.

Check your timeline Are you seeing an unusually high volume of the same status being shared? This should ring alarm bells that it may be a scam, especially if the post message is the same for more than a few people.

Check the branding Check the post for branding inconsistencies. Are they using the right logo? Is this the standard of design and care for presentation you usually see from the brand?

If it's a new brand entirely, go to its profile page and have a proper look at how it's presenting themselves. Do they look professional, or does it look like a quick and sloppy job, is the grammar professionally written, are their spelling mistakes?

Send a message Send a private message to your friend or family member asking them if they posted the status. They may not have realised the status was going to be automatically published and they may now realise the link they followed was part of scam. But be careful - they may still think it was genuine. Trust your instincts and remain suspicious if you're not convinced. It's better to miss out on one deal than give away your person details or CWA for scammers to sell on the black market.

Research: You can research the organisation, company, or brand to find out if the deal is genuine. Don't do this by clicking on any links in the post you believe could be a scam. Instead, search for the company's real homepage via a trusted search engine (i.e., Google, Edge) to confirm if genuine, if not contact the Social Media manager to report your findings, do not engage with the company directly.

Report Suspicious Activity: If employees or volunteers came across a scam, phishing or suspicious email CWA requests that you report these at GOV.UK [Report Form](#) for suspicious events and inform the Social Media Manager so that they can monitor and take action to safeguard the charity

17. Policy enforcement

Monitoring social media use

- The Charity reserves the right to monitor how social networks are used and accessed through company IT and internet connections.
- Any such examinations or monitoring will only be carried out by authorised employees and volunteers. Additionally, all data relating to social networks written, sent, or received through the Charity's IT systems is part of official CWA records.
- The Charity can be legally compelled to show that information to law



enforcement agencies or other parties.

Potential sanctions

- Knowingly breaching this social media policy is a serious matter. Users who do so will be subject to disciplinary action, up to and including termination of service with the Charity.
- Employees and volunteers, contractors and other users may also be held personally liable for violating this policy.
- Where appropriate, the Charity will involve the police or other law enforcement agencies in relation to breaches of this policy.

18. Document Control

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