

Social Media Policy

1. OVERVIEW

This policy is designed to explain what use can be made of social media in the context of furthering the aims of FOTSQM (the Charity). The policy is designed to apply to all trustees, associates, volunteers whilst they are conducting TSQM business.

2. SOCIAL MEDIA

Social media is defined as websites and applications that allow users to create and share content and/or take part in online networking. The most popular sites include the following:

Facebook
Twitter
Linkedin
You Tube
Google+
Instagram
Pinterest
Flickr
Tumblr
Reddit

This policy also covers personal blogs, any posts made on other people's blogs and to all online forums and noticeboards.

3. RESPONSIBILITIES WHEN USING SOCIAL MEDIA

When conducting TSQM business on social media or purporting to speak on behalf of TSQM on social media the following should be borne in mind:

- i) It is your duty to protect the Charity's interests at all times and so, you must not publish anything that could directly or indirectly damage or compromise the Charity's reputation.
- ii) You must take personal responsibility for your social media content. If you can be identified as having a link with the Charity you must make it clear that any opinions expressed by you are your own opinions and that you are not speaking on the Charity's behalf. This is particularly so where you use the Charity's bespoke email template.
- iii) You must bear in mind at all times that the Charity's best interests are paramount, and you must not post anything which could be seen as compromising that.
- iv) You must always show respect to others when using social media, particularly where you speak for the Charity. This means that the following types of behaviour are considered to be unacceptable:

Abusive or threatening language
Sexually explicit language
Unlawful or disrespectful comments
False or misleading comments
Impersonating colleagues of third parties
Inciting someone to commit a crime

- v) You must respect the Charity's confidentiality at all times and not use social media to comment on sensitive business matters, including the following:
 - Our intellectual property
 - Our trade secrets
 - Our current or future trading performance
 - Any information intended only for internal use
 - Any other matter which is not already in the public domain.
- vi) You must never use our logo, trademark, or other corporate artwork in anything you post or as part of any of your social media posts.
- vii) You must remain aware at all times of the public nature of social media and be conscious of how quickly any information shared on a social media platform can be shared across other social media platforms. You must assume that anything you post will quickly come into the public domain.
- viii) In this vein, you must always remember that anything you post may be seen as giving tacit approval to the opinions of others and may be construed by others as being the Charity's views. You must therefore respect and protect the Charity's reputation at all times.
- ix) You must never air grievances about the Charity or any of its activities on social media. You should only use the Charity's internal procedure if you wish to raise a complaint. There is a clearly defined formal grievance procedure for that purpose.
- x) Always respect copyright, both of the Charity and third party.
- xi) You should contact the Head of your Action Group or the Chair or the Secretary of the Charity if you find anything posted to a social media site that either breaches this policy or otherwise brings the Charity into disrepute.