

U3A Ipswich and West Moreton Inc. Social Media Policy

Purpose: The purpose of this social media policy is to provide guidelines and expectations for the appropriate use of social media by members of U3A Ipswich and West Moreton Inc. ("U3A Ipswich", "the association"). This policy aims to ensure that social media is used in a responsible, professional, and respectful manner, in alignment with the values and reputation of the association.

Scope: This policy applies to all members of U3A Ipswich who use social media on behalf of the association or in relation to association business. This includes but is not limited to official association social media accounts, personal social media accounts used for association-related purposes, and social media interactions related to association events, classes, activities or services.

Use of Social Media - Facebook

Public pages: Only authorised members of U3A Ipswich may post information on public U3A Ipswich Facebook pages. Subscribers to public Facebook group pages are not permitted to post any material.

Private Member pages: Any member of U3A Ipswich who is accepted as a member of the private Facebook group may post material in accordance with this social media policy. Only fully paid-up members of U3A Ipswich may join the private Facebook group.

Policy:

1. **Professionalism and Respect:** Members of U3A Ipswich are expected to use social media in a professional manner and to represent the association's values and brand positively. It is important to maintain a respectful and courteous tone in all social media interactions, including with colleagues, members, partners, and competitors. Offensive, discriminatory, harassing, defamatory, or inappropriate language or behaviour on social media is strictly prohibited.
2. **Confidentiality and Privacy:** Members of U3A Ipswich must not disclose any confidential or proprietary information of the association, its members, or its partners on social media. This includes but is not limited to financial information, trade secrets, unpublished data, member information, and any other information that is not publicly available. Members should also be mindful of their own privacy and avoid sharing personal information on social media that could compromise their safety or the security of the association.
3. **Compliance with Laws and Regulations:** Members of U3A Ipswich must comply with all applicable laws, regulations, and the association constitution,

by laws and policies when using social media. This includes but is not limited to copyright and trademark laws, anti-spam laws, data protection laws, and laws related to defamation, harassment, and discrimination. It is prohibited to engage in any illegal or unethical activities on social media while representing the association.

4. Transparency and Disclosure: Members of U3A Ipswich must obtain Management Committee authority before posting about association-related matters on social media, whether on official association accounts or personal accounts. Members should use a disclaimer such as "Views are my own" or "Opinions are my own" to clarify that their personal views are not necessarily those of the association. When posting about association services, classes, activities, or events, members should avoid making false or misleading claims and should always provide accurate and truthful information.
5. Resources Management: Members should not use association resources, such as association logos, trademarks, or copyrighted materials, on their personal social media accounts without proper authorisation from the association.
6. Dispute Resolution: If a member encounters any issues, disputes, or negative interactions on social media related to the association, they should report it to the Membership Officer. Members should not engage in online arguments or disputes, and should always strive to maintain a civil and respectful tone in their responses.

Consequences of Policy Violation: Violation of this social media policy may result in disciplinary action, up to and including termination of membership. Consequences will be determined on a case-by-case basis, taking into consideration the severity and impact of the violation.

Acknowledgment: By using social media in relation to U3A Ipswich, members acknowledge that they have read and understood this social media policy, and agree to comply with its guidelines and expectations.

Modification of Policy: The Management Committee of U3A Ipswich reserves the right to modify or update this social media policy at any time without prior notification.

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