



SOCIAL MEDIA POLICY

A guide for Friends Committee Members and those others authorised to use social media to promote the work of The Friends of Horsham Museum & Art Gallery and in a personal capacity when referring to the charity.

This policy will be reviewed on an ongoing basis, at least once a year. The Friends of Horsham Museum & Art Gallery Committee will amend this policy, following consultation, where appropriate.

Date of last review: October 16 2023

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Introduction

What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Instagram and YouTube.

Why do we use social media?

Social media is essential to the success of communicating The Friends of Horsham Museum & Art Gallery's work. It is important for some Committee members and those authorised to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of The Friends of Horsham Museum & Art Gallery's work.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to The Friends of Horsham Museum & Art Gallery's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all *Friends and Committee Members* and applies to content posted on both a Horsham Museum & Art Gallery device and a personal device. Before engaging in Friends-related social media activity, everyone must read this policy.

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of The Friends of Horsham Museum & Art Gallery, and the use of social media by Friends and Committee Members in a Friends-related capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help support anyone with permission to use the Friends' social media and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Monitoring usage

Use of the Friends' social media channels is currently restricted to the Friends' Social Media Committee Member and other Committee Members. Use by other Friends would need to be authorised by the Committee.

Point of contact for social media

Our Social Media Committee Member is responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to the Social Media Committee Member. No other Friend can post content on The Friends of Horsham Museum & Art Gallery's official channels without the permission of the Friends' Committee.

Which social media channels do we use?

The Friends of Horsham Museum & Art Gallery uses the following social media channels:

Facebook - www.facebook/friendsofhorshammuseum

Instagram - www.instagram/friendsofhorshammuseum

YouTube - www.youtube.com/@HorshamMuseumFriends

The Friends of Horsham Museum & Art Gallery has a Facebook account which it uses to share news with supporters (men and women primarily aged over 50) and to encourage people to become involved in our work].

The Friends of Horsham Museum & Art Gallery has an Instagram account to share news with supporters (men and women primarily over 40) and to encourage people to become involved in our work.

The Friends of Horsham Museum & Art Gallery has a YouTube account to primarily host videos that are used on our website.

Guidelines

Using The Friends of Horsham Museum & Art Gallery's social media channels — appropriate conduct

1. The Friends Social Media Committee Member is responsible for setting up and managing The Friends of Horsham Museum & Art Gallery's social media channels. Only those authorised to do so by the Social Media Committee Member and other Committee Members will have access to these accounts.
2. *Our Social Media Committee Member responds to comments Monday-Sunday, 9am-5pm, although any comments are, to date, non-existent.*
3. Be an ambassador for our brand. Those authorised to use the social media platforms should ensure they reflect The Friends of Horsham Museum & Art Gallery values in what they post and use our tone of voice. Our brand guidelines set out our tone of voice that all Friends should refer to when posting content on The Friends of Horsham Museum & Art Gallery's social media channels.
4. Make sure that all social media content has a purpose and a benefit for The Friends of Horsham Museum & Art Gallery, and accurately reflects The Friends of Horsham Museum & Art Gallery's agreed position.
5. Bring value to our audience(s). Answer their questions, help and engage with them.
6. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
8. Those posting on the Friends' social media channels shouldn't post content about supporters or service users without their express permission. If using interviews, videos or photos that clearly identify a child or young person, those posting on the Friends' social media channels must ensure they have the consent of a parent or guardian before using them on social media.

9. Always check facts. Those posting on the Friends' social media channels should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.

10. Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.

11. Those authorised to use the Friends' social media channels should refrain from offering personal opinions via The Friends of Horsham Museum & Art Gallery's accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting', unless given permission by the Social Media Committee Member. If you are in doubt about The Friends of Horsham Museum & Art Gallery's position on a particular issue, please speak to the Social Media Committee Member.

12. It is vital that The Friends of Horsham Museum & Art Gallery does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

13. Those authorised to use the Friends' social media channels should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

14. Friends and Committee Members should not set up other Facebook groups or pages, X (formerly Twitter) accounts or any other social media channels on behalf of The Friends of Horsham Museum & Art Gallery. This could confuse messaging and brand awareness. By having official social media accounts in place, The Friends of Horsham Museum & Art Gallery can ensure consistency of the brand and focus on building a strong following.

15. The Friends of Horsham Museum & Art Gallery is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

16. If a complaint is made on The Friends of Horsham Museum & Art Gallery's social media channels, Committee Members should seek advice from the Social Media Committee Member and the Friends' Chairman before responding.

17. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. Examples might include: questioning the work of the Friends or concerns about how funds are used. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The Social Media Committee Member regularly monitors our social media spaces for mentions of The Friends of Horsham Museum & Art Gallery so we can catch any issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, the Friends Committee will do the following: initially email committee members to assess the general feeling and, based on this, either call a committee meeting to work out a solution or the Chairman and Social Media Committee Member will deal with the problem themselves, with the backing of the Committee.

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. Committee Members and Friends are encouraged to behave

appropriately, and in ways that are consistent with The Friends of Horsham Museum & Art Gallery's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive The Friends of Horsham Museum & Art Gallery. You must make it clear when you are speaking for yourself and not on behalf of The Friends of Horsham Museum & Art Gallery. If you are using your personal social media accounts to promote and talk about The Friends of Horsham Museum & Art Gallery's work, you are encouraged to use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent The Friends of Horsham Museum & Art Gallery's positions, policies or opinions."
2. Friends who have a personal blog or website which indicates in any way that they work at The Friends of Horsham Museum & Art Gallery should discuss any potential conflicts of interest with the Friends' Chairman and the Friends' Committee. Similarly, Friends' Committee Members who want to start blogging and wish to say that they work for The Friends of Horsham Museum & Art Gallery should discuss any potential conflicts of interest with the Friends Committee.
3. Those who are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing The Friends of Horsham Museum & Art Gallery's view.
4. Use common sense and good judgement. Be aware of your association with The Friends of Horsham Museum & Art Gallery and ensure your profile and related content is consistent with how you wish to present yourself to the *general public*.
5. If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to the Friends' Chairman to share the details.
7. If a Friends Committee Member is contacted by the press about their social media posts that relate to The Friends of Horsham Museum & Art Gallery, they should talk to the Social Media Committee Member and/or Friends Chairman immediately and under no circumstances respond directly.
8. The Friends of Horsham Museum & Art Gallery is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing The Friends of Horsham Museum & Art Gallery, Committee Members are expected to hold The Friends of Horsham Museum & Art Gallery's position of neutrality. Friends and Committee Members who are politically active in their spare time need to be clear in separating their personal political identity from The Friends of Horsham Museum & Art Gallery's and understand and avoid potential conflicts of interest.
9. Never use The Friends of Horsham Museum & Art Gallery's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Friends Committee in written form (either by letter or email).
10. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully. When you are using social media sites as part of the Friends, it is important that you do so safely.
11. Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and

debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

12. We encourage Friends to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support The Friends of Horsham Museum & Art Gallery and the work we do. Where appropriate and using the guidelines within this policy, we encourage Friends to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the Committee who will respond as appropriate.

Further guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether Committee Members are posting content on social media as part of their role or in a personal capacity, they should not bring The Friends of Horsham Museum & Art Gallery into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all the Friends Committee, and any Friends who have permission to use the charity's social media accounts, abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that Friends' Committee Members make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that The Friends of Horsham Museum & Art Gallery is not ready to disclose yet. For example, a news story that is embargoed for a particular date. Please refer to our *Confidentiality Policy* for further information.

Discrimination and harassment

Friends should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on an official The Friends of Horsham Museum & Art Gallery social media channel. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence

people's voting choice. During these periods, all campaigning activity will be reviewed by the Friends Chairman, in association with the Committee.

Use of social media in the recruitment process

Recruitment should be carried out in accordance with the *Recruitment Policy*, and associated procedures and guidelines. Any advertising of Committee vacancies should be done through recognised channels, such as the County Council's volunteer website.

There should be no systematic or routine checking of a candidate's online social media activities during the recruitment process, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision.

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if a Committee Member or Friend considers that a person/people is/are at risk of harm, they should report this to the Social Media Committee Member and/or Friends Chairman immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, Friends Committee Members should ensure the online relationship with The Friends of Horsham Museum & Art Gallery follows the same rules as the offline 'real-life' relationship. The Committee should ensure that young people have been made aware of the risks of communicating and sharing information online, and given guidance on security/privacy settings as necessary. The Committee should also ensure that the site itself is suitable for the young person and The Friends of Horsham Museum & Art Gallery content and other content is appropriate for them.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of The Friends of Horsham Museum & Art Gallery is not a right but an opportunity, so it must be treated seriously and with respect. Those authorised to use the Friends' social media channels who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Committee.