**Social media policy –** [NAME OF ORGANISATION]

**What is this policy and why do we need it?**

This policy covers activity on [ORGANISATION and/or PRESENTERS’] social media sites [NAME THEM? FACEBOOK, TWITTER…]. The policy exists to ensure that our social media output is as good as it can be, and doesn’t do anyone any harm.

**Who can post to social media?**

Our social media sites are managed by [E.G.: ALL VOLUNTEERS, SOME VOLUNTEERS, STATION MANAGER…]

**How is this monitored?**

The social media output of the station is monitored regularly by the [STATION MANAGER, SOCIAL MEDIA TEAM, ETC]

**What are the responsibilities of people who have access to the organisation’s social media tools?**

If you are posting to the station’s social media feeds, you are representing the station – just as you are doing if you are on air.

**What kinds of content are appropriate or inappropriate to share?**

It is inappropriate to bring the station into disrepute, or to damage another person’s reputation. Similar principles apply to social media as do on air – so we will follow Ofcom’s broadcasting code guidelines with respect to defamation.

Don’t post messages, images etc which could potentially be perceived as bullying, defamatory, or offensive.

Use common sense: if you wouldn’t be happy to say this to a crowded room of people, don’t say it! (Or, even if you might say it in such circumstances, think about how what you’re saying would be received.)

Posts, comments, etc on social media sites are public, and not always appropriate for private conversations or sharing personal details with your friends

If you are criticised online, try to respond with respect for the other person and understanding of their perspective. If you are unclear on what action to take, contact a nominated station representative.

**What are the consequences for breaching this policy?**

If a volunteer or member of staff is found to have breached this policy, s/he will be given a verbal warning. If a person is found to have breached the policy a second time, s/he will cease to have access to social media tools. If a breach of this policy is deemed sufficiently serious, the station manager can decide to take more drastic action – e.g. asking the person to leave the station.