



Charity No 1183575

Social Media policy

Purpose

Social media use is governed by a number of laws. Equally, we have a very positive reputation, and this is extremely important in delivering our charitable work. The policy explains how to use social media effectively and well and avoid problems.

The Law

Use of social media is covered by a number of UK laws and social media has no national boundaries, so your posts may well be read in other countries. As a very simple guide, you may be breaking the law, if you post (or potentially repost) anything that may fall into any of the following categories:

- [Harassment](#) – not leaving someone alone.
- [Menacing behaviour](#) – writing something that may scare someone.
- [Threatening behaviour](#) – making someone believe that you were going to hurt them.
- [Grossly offensive comments](#) – making deeply unpleasant comments about a sensitive issue.
- Libel - a post is potentially libellous, if it is a false statement and may damage someone's reputation.
- Defamation - users may be sued for defamation, if they post an unsubstantiated rumour about someone.
- Data protection – breaching an individual's right to privacy.
- Copyright – posting material without permission that is owned by another person or organisation.

Guidelines

Do not breach privacy or security.

Do not post personal information, such as someone's home address, and never post about individuals without their consent, unless there is little if any doubt it would be given. Remember that individuals who may not be fully competent, perhaps due to a disability or illness, such as dementia, may not be able to give consent.

Respect copyright, fair use and other laws.

Using imagery? Make sure you acknowledge the source and observe [copyright laws](#). Images of crowds at events don't require the approval of each individual, but an image where a limited number of individuals are the subject matter of the image do. For example, an image of a band at a large cultural event, which includes the audience, doesn't require everyone in the audience's approval, but a small group of people, where they are clearly the subject of the image would. It is particularly important that you obtain permission, if you wish to use images of children or vulnerable adults.

Don't be offensive. To anyone, for any reason. Two good tests:

- If you wouldn't say it to their face, don't say it at all and:
- If you wouldn't want your mother to read it, don't write it.

Meaning

Remember that the majority of our communication is through body language and voice tone/loudness etc, and the amount of written text in social media can be limited, so meaning can easily be lost. What may appear light hearted and funny to you, may potentially come across very differently on social media.

And take into account potential social and/or cultural differences in your audience who may be more sensitive to particular issues or subjects than the wider population.

Fake Social Media Accounts and AI Bots

Social media bots can be helpful, but many are malicious and, with the advent of generative AI, are becoming increasingly difficult to spot. Here are some indicators that may indicate an account is a bot.

- A recent account creation date
- The account shows coordinated resharing and amplifying of posts between a small network of accounts.
- Unrealistically fast response times to others, indicating that the account is almost always online.
- Low-quality comments with limited and repetitive vocabulary
- Usernames with long, random number sequences
- Stolen profile images from real people or "patriotic" profile images (such as flags, weapons, political symbols)
- A high volume of retweeted and shared content, with limited original posts
- Limited focus on content outside of a pre-defined set of hashtags and topics.

Marking AI Imagery.

If we use AI generated, stock or digitally enhanced imagery, particularly where the subject may be emotive or challenging, we will ensure that the way in which we do so is not reasonably likely to mislead. For example, we may make our policy on its use publicly available and use watermarks, alt text and/or footnotes and/or explain this in content text. We may not do so where its context and/or content is unlikely to mislead or influence. For example, an image of intergalactic war or use of a stock image on a post about opening hours.

Accuracy.

We will ensure that anything portrayed in an AI image, such as medical equipment or cultural dress, is accurate, to ensure we do not offend.

Social Media.

We recognise that AI deep fakes can be difficult to identify but those using our social media will be made aware of the risk. We will not like, share or support in the comments any imagery or content that we reasonably suspect to be fake.

Distribution

This policy is to be brought to the attention of staff and volunteers on appointment, and relevant elements included in group moderation statements, editorial policies, staff handbook, as appropriate.