

BRIGHTON & HOVE ARCHAEOLOGICAL SOCIETY

SOCIAL MEDIA POLICY

Brighton & Hove Archaeological Society Social Media Policy

This policy sets out Brighton & Hove Archaeological Society's requirements on members' use of social media; and reminds all of the standards of behaviour expected of them when they are posting on social media, as well as the consequences of falling below those standards.

The policy is intended to help promote a professional online presence that supports our mission and values.

The BHAS committee of trustees will nominate a member to be the Social Media Co-ordinator and set up a sub-group to include that person and at least one trustee to manage the society's social media activities. Only members of this Social Media sub-group may post on behalf of the society. The sub-group will report to the full committee at regular intervals, and will remain subject to committee approval at all times.

The sole purpose of social media use by BHAS is to pursue the aims and objectives of the charity in promoting public interest in the archaeology of the Brighton & Hove area. To this end it may use any online platform or app that allows this, provided the above-mentioned sub-group has obtained the approval of the committee.

1. Purpose and Scope

The purpose of this policy is to provide guidelines to all members and trustees in using social media platforms. This ensures that social media use aligns with the charity's values, protects its reputation, and promotes positive engagement with our audience.

This policy applies to all social media platforms.

2. General Principles of Social Media Use

- **Respect and Professionalism:** Social media content should reflect the values and ethos of BHAS. Always maintain a professional and respectful tone in posts and comments, both for personal and organisational accounts.
- **Confidentiality and Data Protection:** Never share sensitive or personal information without explicit consent. Be mindful of GDPR and other data protection laws when posting any personal data.

- **Accuracy:** Ensure that any information posted on behalf of BHAS is accurate, factual, and up-to-date. If you are unsure of the facts, seek clarification before posting.
 - **Tone of voice:** Official social media posts should reflect BHAS objectives, i.e. “to undertake and promote the study and appreciation of archaeology and local history and to ensure the proper recording and preservation of local antiquities and the area’s heritage.” Use logos, colour schemes, and the charity’s voice consistently. All official posts should come from authorised accounts.
 - **Engagement:** Social media is a platform for conversation. Respond to comments and messages in a timely and professional manner, and engage with supporters, beneficiaries, and other stakeholders in a friendly and constructive way.
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3. Guidelines for Personal Social Media Use

- **Personal Views:** If discussing topics related to the charity on personal accounts, make it clear that the views expressed are your own and not those of the Society. A common disclaimer is, “Views are my own and not representative of BHAS.”
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4. Content Guidelines

- **Appropriate Content:** We encourage sharing positive stories, successes, and updates that reflect the work of the charity. Avoid any content that could be considered offensive, discriminatory, or controversial.
 - **User-Generated Content:** If you share photos or stories submitted by supporters, ensure you have the appropriate permissions to do so. Respect copyright laws, and credit content when applicable.
 - **Fundraising and Donations:** All fundraising campaigns or calls for donations must be approved by the BHAS Committee of Trustees. Do not post fundraising requests or appeals without prior approval.
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5. Managing Negative or Harmful Comments

- **Stay Professional:** If you encounter negative comments or criticism, respond professionally and constructively. Do not engage in arguments or use inflammatory language.
- **Report Serious Issues:** If you come across posts that are abusive, defamatory, or in violation of social media platform terms, report them to the platform immediately. If the issue relates to BHAS or any of its supporters, notify the BHAS Committee.

- **Crisis Management:** In the event of a social media crisis, such as a public relations issue or controversy, refer all inquiries to the Committee. Do not engage directly without guidance.
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6. Consequences of Policy Violations

Failure to adhere to this policy will be fully investigated by the Committee of Trustees. Appropriate action will depend on the circumstances but could include (but not be restricted to)

- Closing access to the platform,
 - removal of the right to post on behalf of the society,
 - expulsion from BHAS membership.
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8. Review and Updates

This policy will be reviewed annually and updated as necessary to reflect changes in legislation, best practices, and the charity's objectives.
