



SOCIAL MEDIA POLICY

A guide for using social media to promote the work of Holocaust Learning UK (HLUK) and in a personal capacity

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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, Twitter, LinkedIn, TikTok, and Instagram.

Why do we use social media?

Social media is important to the success of communicating HLUK's work. It is helpful to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of HLUK'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 when discussing issues relating to HLUK's work. HLUK encourages the use of social media, but 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 volunteers and trustees. Before engaging in HLUK-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 HLUK. It sets out what we need to be aware of when interacting in these spaces and is designed to help expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Point of contact for social media

Currently Emma Kramer is responsible for the day-to-day publishing, monitoring and management of our social media channels. No one else can post content on HLUK's official channels without the permission of the Committee.

Which social media channels do we use?

HLUK currently uses the following social media channels:

Facebook, Twitter and Instagram

All three channels are used to reach out to teachers to encourage them to register to view and use our films with their students. Other media channels (for example TikTok) may be added as and when decided by the Committee.

Guidelines

Using HLUK's social media channels — appropriate conduct

1. Emma Kramer is responsible for setting up and managing HLUK's social media channels. Only those authorised to do so by the Committee will have access to these accounts.
2. Social media is used regularly in tandem with other marketing initiatives, such as emails to teachers. The Committee members are responsible for alerting Emma to issues that may be pertinent to HLUK and which may merit a social media response.

3. Social media posts should reflect HLUK's values in content and tone.
4. All social media content should have a purpose and a benefit for HLUK, and should accurately reflect HLUK's agreed position.
5. Care should be taken with the presentation of social media content. Make sure, for example, that there are no typos, misspellings or grammatical errors. Also check the quality of images.
6. Always pause and think before posting. That said, reply to comments in a timely manner, when appropriate.
7. No posts about supporters or teachers should be made without the supporters' or teachers' express permission. If using interviews, videos or photos that clearly identify a child or young person, we must ensure we have the consent of a parent or guardian before using these on social media.
8. Always check facts. Do not automatically assume that material is accurate and always take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation before posting, liking or tweeting / retweeting.
9. Do not offer personal opinions via HLUK's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about HLUK's position on a particular issue, please raise the matter with the Committee or the Chair.
10. Do not use unauthorised video footage. All relevant rights for usage must be obtained before publishing material.
11. Do not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of HLUK unless mandated to do so by the Committee.
12. HLUK 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 the right to express views on policy, including the policies of parties, but we can't tell people how to vote.
13. If a complaint is made on HLUK's social media channels, this must be brought immediately to the attention of the Chair and the matter must be discussed with the Chair before responding.
14. Sometimes issues can arise on social media which can escalate or risk serious damage to the charity's reputation. Examples might include Holocaust denial comments / posts. The nature of social media means that matters can escalate quickly. Not acting can be detrimental to the charity. The Committee should monitor social media spaces for mentions of HLUK 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 Committee will plan and execute an appropriate response.

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.

1. Be aware that any information we make public could affect how people perceive HLUK. We must make it clear when we are speaking for ourselves and not on behalf of HLUK. If we use personal social media accounts to promote and talk about HLUK's work, we must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent HLUK's positions, policies or opinions."

2. Anyone in senior or specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing HLUK's views.
3. If you are contacted by the press about social media posts that relate to HLUK, talk to the Chair (and Committee, if possible) immediately and before responding in any way.
4. HLUK 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 HLUK, volunteers are expected to hold HLUK's position of neutrality. Our personal political identities should be kept separate from our roles with HLUK.
5. Never use HLUK's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Committee.
6. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What we all publish is widely accessible and will be around for a long time, so do consider the content carefully.
7. 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 we should always be respectful of others and their opinions.
8. HLUK encourages its volunteers 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 HLUK and the work we do. Where appropriate and using the guidelines within this policy, we encourage you 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 we are posting content on social media as part of HLUK or in a personal capacity, we should not bring HLUK into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that we all 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 are made in a personal capacity must not breach confidentiality. A breach of confidentiality can include, for example, posting information meant for internal use only or information that HLUK is not ready to disclose yet.

Discrimination and harassment

We must not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official HLUK social media channel or a personal account.

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, any campaigning activity will be reviewed by the Committee.

Under 18s and vulnerable people

HUK posts and tweets must always be appropriate to users from 11 years of age, as well as to adults.

Responsibilities and beach of policy

All HUK Trustees and volunteers are responsible for their own compliance with this policy.

This policy will be reviewed least annually and in response to changes in legislation and / or government guidance.

HUK Joint Committee, February 2023