



SOCIAL MEDIA GUIDELINES

- **What social media platforms we have** – Facebook, Instagram, WhatsApp and website
- **Who has access and how managed** – most managed by secretary (add anyone else?), and treasurer. Website updated by Fusion (details with secretary)
- **What used for** – to keep membership informed and to allow non-members to connect with the BAACIO community, publicise events and activities.
- **Passwords and usernames** – held by secretary. Use Baccio email to sign in and passwords are usually YF1500polytunnel.

Guidelines

These guidelines apply when using BAACIO social media platforms.

6 Tips for using social media

1. Speak knowledgeably
2. Be engaging and interactive
3. Don't be argumentative
4. Be respectful
5. Comply with our policies
6. Respect and comply with the terms of the sites you visit or interact with

1. Speak knowledgeably

Make sure that your online postings and communications reflect your level of expertise, and that you limit your comments to your area of knowledge. Before posting content, take the time to review the context and what others have said, to be sure you are contributing in an appropriate way. Consider linking to relevant postings to build on and maximise our overall online presence.

2. Be engaging and interactive

Write in the first person and, to the extent you feel comfortable in doing so, share information about the site or activities relating to it. Interact with relevant sites only.

3. Don't be argumentative

Engaging in arguments and inflammatory debates can tarnish our credibility and reputation. If you choose to disagree with others, do so respectfully and objectively. Be respectful to all others in the online community.

4. Be respectful

Never post anything that might be offensive to others, such as sexual comments or racial slurs. Remember that talk of religion, culture or politics can also easily offend others.

5. Comply with our policies

Respect the charity aims and objectives. Do not use social media in a false or misleading way, for example, by claiming to be someone other than yourself or by creating an artificial "buzz" around our charity



6. Respect and comply with the terms of the sites you visit

Review the terms of use of all social media sites you visit and ensure your use complies with them. Pay particular attention to terms relating to:

- Prohibitions or restrictions on the use of the site, such as those relating to advertising, marketing and promotions or other commercial purposes; for example, Facebook's Statement of Rights and Responsibilities (its terms of use) prohibits businesses from administering promotions through Facebook without Facebook's prior written consent.
- Ownership of intellectual property used on the site, or information collected or generated through use of it
- Requirements for licences
- Rights and responsibilities of the site owner and users relating to privacy.

Further information

If you have any questions about social media or these guidelines, contact the BAACIO secretary on bustardthorpeallotments@gmail.com. Thank you.

*Devised by
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