

SOCIAL MEDIA POLICY
THE BEEF SHORTHORN CATTLE SOCIETY
(APRIL 2021)



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1 **About this policy**

- 1.1 Social media is essential to the success of communicating Society work. It is important for some staff and/or board members, to participate in social media to engage with our Members and participate in relevant conversations as well as raise the profile of the Societies work. This policy is in place to minimise the risks to our organisation.
- 1.2 This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google, Wikipedia, Whisper, Instagram, Tumblr and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect our organisation in any way.
- 1.3 This policy does not form part of any employee's contract of employment, and we may amend it at any time. Staff and Board members will be informed of any such amendment.
- 1.4 This policy should also serve as a guide to BSCS Board Members, who are considered to be ambassadors for our brand, as well as third parties working on behalf of the Society.

2 **Personal use of social media**

Occasional personal use of social media during working hours is permitted so long as it does not involve unprofessional or inappropriate content, does not interfere with your employment responsibilities or productivity, and complies with this policy.

3 **Prohibited use**

- 3.1 You must avoid making any social media communications that could damage our business interests or reputation, even indirectly.
- 3.2 You must not use social media to defame or disparage us, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.
- 3.3 You must not express opinions on our behalf via social media, unless expressly authorised to do so by either the Operations Manager, the Chair of the Communications and Publicity Committee or the Society President. You may be required to undergo training in order to obtain such authorisation.
- 3.4 You must not post comments about sensitive business-related topics, such as our performance, or do anything to jeopardise our trade secrets, confidential information, and intellectual property. You must not include our logos or other trademarks in any social media posting or in your personal profile on any social media.
- 3.5 Any misuse of social media should be reported to the Operations Manager or the Society President.

4 **Guidelines for responsible use of social media**

- 4.1 You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal email address.
- 4.2 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.

- 4.3 If you disclose your affiliation with us on your profile or in any social media postings, you must state that your views do not represent those of the society (unless you are authorised to speak on our behalf as set out in paragraph 3.3). You should also ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.
- 4.4 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have been cleared to do so.
- 4.5 If you see social media content that disparages or reflects poorly on us, you should contact the Operations Manager or President.
- 4.6 If a Staff Member or Board Member is contacted by the press about their social media posts that relate to the Society, they should talk to the Operations Manager or President immediately and under no circumstances respond directly to the press.

5 Breach of this policy

- 5.1 Breach of this policy by society staff may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with any subsequent investigation.
- 5.2 You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.
- 5.3 Any potential breaches of this policy by board members will be dealt with by the Society President in line with the Society Articles and Directors disciplinary code.
- 5.4 Any potential breaches of this policy by a third party working on behalf of the Society will result in a review of that working agreement and could result in cessation of any such agreement