

# **Lions Club of Maidenhead CIO**

## **Social Media Policy**

### **Who is covered by this Policy?**

This policy covers Maidenhead Lions Club members. There is also a Lions Clubs Multiple District 105 policy which applies to Maidenhead Club members.

### **Introduction**

Maidenhead Lions Club uses social media to communicate and promote our activities and recognises that members may also use social media either as part of their club role to publicise events, or in their own private lives.

Social media can be a very powerful tool and as a worldwide organisation, Lions Clubs International wants to embrace its use. We use social media to make the public aware of Lions Clubs and of our service both nationally and internationally. We want to use social media sites in a positive way to communicate future events and report on previous activities in a non-political, non-partisan and non-discriminatory way.

It is recognised that in today's world members will have their own personal social media presence and members should make every attempt to separate their own personal social media sites from their Lions Club, District or Multiple District online presence.

A written Social Media policy is therefore required for all members on the acceptable use of social networking.

The purpose of this policy is to set out what Lions Clubs International expects from our members when using social media. It is important to remember that we are all ambassadors for our organisation and that social media is never private.

This policy aims to:

- Give clear guidelines on what members can say about our organisation;
- Comply with relevant legislation and protect members;
- Help Club Officers manage communications properly;
- Help members draw a line between their private lives and their volunteering;
- Protect Maidenhead Lions Club and Lions Clubs International generally against liability for the actions of members.

### **Policy statement**

Lions Clubs International recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to events and to the work we do. This policy aims to protect members and to encourage them to take responsibility for what they write, to exercise good judgment and proceed with common sense.

Inappropriate use of social media can pose risks to our organisation and its reputation, and can jeopardise our compliance with legal obligations. To minimise these risks, we expect members to adhere to this policy.

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## **Scope of the Policy**

This policy deals with the use of all forms of social media, including Facebook/ Meta, YouTube, Tik-Tok, X (formerly Twitter) and all other social networking sites, and all other internet postings, including WhatsApp groups and blogs. The policy applies to the use of social media both for volunteering and personal purposes, whether while volunteering or otherwise.

If a member is found to be in breach of this policy they will be required to remove internet postings which are deemed to constitute a breach of this policy.

This policy links to all other policies therefore social media should never be used in a way that breaches any of our other policies such as Equality, Diversity and Inclusion, Bullying and Harassment, Data Protection etc.

## **Who is responsible for implementing this Policy**

All members are responsible for operating within the boundaries of this policy, Club officers should ensure that all members understand the standards of behaviour expected of them and act to rectify matters when behaviour falls below this.

All Lions are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to the Club Secretary or President.

Any content which raises a safeguarding or bullying concern must be reported to an appropriate member in line with the reporting procedures outlined in the Club's Safeguarding and Protecting Children and Vulnerable People Policy.

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

The following sections of the policy provide members with common-sense guidelines and recommendations for using social media responsibly and safely.

We want all our members to protect our reputation. Members must not post disparaging or defamatory statements about:

- a. Our organisation, nationally and internationally;
- b. donors and supporters;
- c. participants and visitors to our activities and events;
- d. recipients of our support;
- e. any other affiliates of the club.

Members should also avoid social media communications that might be misconstrued in a way that could damage our reputation, even indirectly. Members are personally responsible for what they communicate in social media (as part of their role or on personal sites). Remember that what you publish might be available to be read by the public worldwide, as well as colleagues, other members, and social acquaintances for a long time. Keep this in mind before you post content.

If you see content in social media that disparages or reflects poorly on our organisation, or its members, you should report it to the Club Secretary or President.

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All members are responsible for protecting our reputation.

Consent must be obtained prior to posting images or text which may be used on social media. That includes use of photographs. Lion members expect our copyright to be respected, and we must fully comply with the copyright of other individuals and organisations.

**Such permission may be verbal when a photo is taken, but in the case of any published photos or text you should obtain written permission – an email should suffice. If in doubt, consult the District Data Compliance Officer.**

You must not tag vulnerable adults or anyone under the age of 18.

Lions setting up social media accounts for Club publicity purposes should do so with prior consultation with other members and with notification to the District PR and Marketing Officer.

If you identify yourself as a Lion and you disclose your affiliation to another group or particular point of view you must also state that your views do not represent those of the organisation. For example, you could state, “the views in this posting do not represent the views of Lions International”. You should also ensure that your profile and any content you post are consistent with the image you present to those you volunteer with as part of your role as a member of Lions Clubs International.

Avoid posting comments about sensitive Lions Clubs International related topics, such as our performance. Even if you make it clear that your views do not represent those of our charity, your comments could still damage our reputation.

If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with the District Data Compliance Officer.

You are responsible for the security settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.

Remember that you must always respect confidentiality and protect confidential information. You should be mindful of Data Protection issues, if in doubt speak to the District Data Compliance Officer. Confidential information includes things such as unpublished details about our work, details of current projects, future projects, financial information or information held on our members or other volunteers.

The contact details of business contacts made during the course of your membership of Lions Clubs International are regarded as our confidential information, and as such you will be required to delete all such details from your personal social networking accounts, should you cease to be a member of Lions Clubs International.

Contact details of Lions Club members are subject to data protection and should only be shared with their permission.

There is no obligation for members to link their personal social media to any Lions Clubs social

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media sites.