

# **St Cuthbert's Society Junior Common Room (1168134)**

## **Social Media Policy**

**POL011**

<b>Approved/issue</b>	June 2019	<b>Locations</b>	Website Trustee Share Drive
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<b>Review Cycle</b>	Annual		
<b>Next review due</b>	June 20120	<b>Circulation details</b>	Executive Committee Trustees
<b>Review by</b>	Trustee Legal Committee		

## 1. Introduction

- 1.1. This policy is intended to outline the official approach that St Cuthbert's Society Junior Common Room ("the JCR") shall take in regard to using social media.
- 1.2. The JCR currently has social media accounts on Twitter, Instagram and Facebook.
- 1.3. Members of the Executive Committee and the Senior Returning Officer are admins on these accounts.
- 1.4. The JCR President has overall control and access to all JCR social media accounts.

## 2. Social Media Strategy

- 2.1. Social Media is a tool used by Cuth's JCR to promote JCR activities and communicate with its members.
- 2.2. Volunteers and employees publishing content relating to the JCR should **only** provide useful information or insight that is relevant to the charity.
- 2.3. The JCR President has overall responsibility for the JCR's use of social media.

## 3. Responsibility & Authenticity

- 3.1. Employees and volunteers **have a responsibility to adhere to the Social Media policies. Those failing to do so on JCR Social Media accounts unknowingly will receive a verbal warning (as outlined in POL005, 11). Those failing to adhere to the Social Media Policy knowingly and/or repeatedly will face a disciplinary hearing (outlined in POL005,7).**
- 3.2. **Posts on social media that do not adhere to the Social Media Policy outlines shall be removed immediately by the President.**
- 3.3. Users of social media should clearly identify themselves by name, and where relevant, position.
- 3.4. Volunteers and employees are prohibited from sharing confidential and proprietary information **on Social Media platforms.**
- 3.5. Volunteers and Employees **must only make posts that are relevant to the JCR and do not contain any personal information for which consent to be posted has not been obtained.**
- 3.6. **Contributions to social media pages from the personal accounts of volunteers and employees do not necessarily reflect the views of the JCR, however such postings that bring the JCR into disrepute will result in disciplinary action the individual(s) concerned.**

#### **4. Approval and Review**

- 4.1. This Social Media Policy was prepared by the JCR President on behalf of the JCR Trustee Board.
- 4.2. This Social Media Policy will be reviewed every 3 years by the Trustee Board in consultation with relevant parties including the JCR President and Executive Committee Members.

**This Social Media Policy has been approved by the JCR President and Trustee Board.**

Signed Tim Chapman

Signed Amy Kuner

Dated June 29<sup>th</sup> 2019

Dated June 29<sup>th</sup> 2019

**Chair, JCR Trust 2018-2019**

**JCR President 2018-19**