

## ASV Social Media Policy

A guide for Active Supporters and Volunteers on using social media to promote the work of IOM3.

This policy will be reviewed on an ongoing basis, at least once a year. IOM3 will amend this policy, following consultation, where appropriate.

Policy issued: \_\_\_\_\_2024

Next review date: \_\_\_\_\_2025

### 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, audio and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, X (previously Twitter), LinkedIn, TikTok, YouTube and Instagram.

#### ***Why do we use social media?***

Social media is essential to the success of communicating the work of IOM3. It is important for some Active Supporters and Volunteers (ASVs) to participate in social media to engage with our audiences, participate in relevant conversations and raise the profile of IOM3. ASVs may also wish to celebrate their involvement with IOM3.

#### ***The Importance of social media advocacy for ASVs***

Social media advocacy is important for our ASVs. By actively promoting IOM3's initiatives, events, and achievements on social media, our volunteers help extend our reach and influence. Social media advocacy involves connecting people to IOM3 to spread the word on their own social media, thereby enhancing our reach and building trust. Engaging in social media advocacy and becoming IOM3 online ambassadors enables volunteers to:

- **Amplify our message:** Sharing IOM3 content helps spread our message to a wider audience, increasing awareness of our mission and activities.
- **Wider reach:** When others share IOM3 messages, it reaches a much larger audience than the main official social media channels alone.
- **Increased trust:** People tend to trust information shared by individuals they know more than official company posts. This personal touch makes the message more credible.
- **Better engagement:** Posts from individuals often receive more likes, comments, and shares, which helps to spread the message even further.

- **Engage with the community:** Volunteers can interact with peers, industry professionals, and the public, fostering a sense of community and collaboration.
- **Showcase involvement:** Highlighting their participation and contributions, volunteers can inspire others to get involved and demonstrate the impact of IOM3's work.
- **Stay informed:** By following IOM3's social media channels, volunteers can stay updated on the latest news, events, and opportunities within the organisation.

We encourage all ASVs to actively engage in social media advocacy to help us achieve our goals and strengthen our online presence.

### ***Why do we need a social media policy?***

Many IOM3 ASVs use social media widely and sensitively. However, in the light of recent challenges, the Charity Commission now requires charities to set out a social media policy for ASVs. For ASVs for a professional body such as IOM3, it is important to realise that the difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to your professional body. While we encourage the use of social media, 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.

### ***Who is this policy for?***

This policy is intended for use by all ASVs (including trustees) and applies to content posted on both an IOM3 account and a personal account where reference is made to IOM3. Before engaging in IOM3-related social media activity, all ASVs 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 IOM3, and the use of social media by ASVs in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help ASVs support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

### ***Point of contact for social media***

The IOM3 Marketing and Communications team is responsible for the day-to-day publishing, monitoring and management of the official IOM3 social media channels. If you have specific questions about any aspect of these channels, speak to IOM3 Head of Marketing or IOM3 Communications Executive.

### ***Which social media channels do we use?***

IOM3 uses the following social media channels:

- [\(30\) IOM3 \(Institute of Materials, Minerals & Mining\): Overview | LinkedIn](#)
- [Institute of Materials, Minerals and Mining \(IOM3\) | London | Facebook](#)
- [IOM3 \(@iomthree\) • Instagram photos and videos](#)
- <https://twitter.com/iom3> - X (Twitter)

It is important to differentiate in the policy:

Setting up individual personal social media accounts:

- ASVs are encouraged to set up and post on their own personal social media accounts, while considering the wider social policy. These are personal social media accounts which IOM3 does not access.
- Marketing and Communications can provide best practices and guidelines.

Setting up social media accounts (on behalf of ASV activity) or social media groups:

- We advise against setting up social media accounts without prior consultation. Please consider the following:
  - **Consultation for best practices:** It is encouraged that ASVs do not set up their own IOM3 social media accounts without prior consultation and guidance. Please get in touch with the Head of Marketing for best practices and guidance to ensure adherence to our marketing strategic goals and brand guidelines.
  - **Brand reputation:** Independent social media channels can significantly impact brand reputation over the long term. Without proper oversight, messages may become inconsistent, potentially causing confusion, or misrepresenting the IOM3 brand. It is important to clarify responsibility for maintaining and updating social media accounts to uphold brand integrity.
  - **Brand dilution:** Multiple, uncoordinated accounts can dilute the brand. Centralised branding and social media management helps preserve the integrity and strength of the IOM3 brand.
  - **Access for business continuity:** It's important to note that while IOM3 staff won't be responsible for day-to-day management or maintenance of these social accounts, members of the Marketing and Communications team must have access. This ensures that the accounts can be professionally managed and maintained in case the original administrators are unavailable.

We appreciate the enthusiasm of our ASVs in promoting IOM3's activities and encourage collaboration with the Marketing and Communications team to ensure all social media efforts align with our marketing strategic goals and brand guidelines.

If an ASV has an existing dormant account, please contact the Marketing and Communications Team to begin the process to closing it down and signposting followers to the appropriate IOM3 account.

## Guidelines

### ***Representing IOM3 on social media channels – appropriate conduct***

ASVs are ambassadors for IOM3 and its brand. ASVs should therefore ensure they reflect IOM3 values in what they post online. The IOM3 Marketing and Communications team are happy to assist and/or provide brand guidelines for posting IOM3-related content.

Make sure that all social media content has a purpose and a benefit for IOM3, and accurately reflects the Institute's agreed position.

Bring value to our audience(s). Answer their questions, help and engage with them.

Take care with the presentation of content. Strive ensure there are no typos, misspellings or grammatical errors and that IOM3 is referred to correctly (eg not IoM3 or I.M3). Also check the quality of images and only use them where you have written permission from the copyright holder, where necessary.

Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate. IOM3 Communications teams monitor social media channels and will remove inappropriate comments as an when they encounter them.

Always check facts. ASVs should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.

Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.

If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support IOM3, please speak to the Communications team to share the details.

ASVs should refrain from offering personal opinions via IOM3 social media accounts. If you are in doubt about the IOM3 position on a particular issue, please speak to the Marketing and Communications Team.

It is vital that IOM3 does not encourage others to risk their personal safety or that of others, to gather materials. ASVs should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material. ASVs shouldn't post content about supporters or service users without their express permission. If using interviews, videos or photos that clearly identify a child or young person, ASVs must ensure they have the consent of a parent or guardian before using them on social media.

ASVs should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of IOM3. This could confuse messaging and brand awareness. By having official social media accounts in place, IOM3 can ensure consistency of the brand and focus on building a strong following. If you would like to have a new IOM3 account set up, please contact IOM3 communications team to discuss the viability of this.

Some Board and Committees may choose to set up own individual personal social media accounts to promote their activities. Once new social media account is created, IOM3 Communications team must be notified. As these social media accounts associate with and/or represent IOM3, ASV social media administrator must follow overall IOM3 brand guidelines and comply with ASV social media policy.

IOM3 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 every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

### ***Complaint handling***

If a complaint is made on an IOM3 social media channel, ASVs should refer the complaint to the communications team and let IOM3 post an official response first. If ASVs become aware of any

comments online that they think have the potential to escalate into a crisis, whether on IOM3 social media channels or elsewhere, they should speak to the Communications Executive immediately.

### ***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. IOM3 ASVs are expected to behave appropriately, and in ways that are consistent with IOM3 values and policies, both online and in real life.

Be aware that any information you make public could affect how people perceive IOM3. You must make it clear when you are speaking for yourself and not on behalf of IOM3. If you are using your personal social media accounts to promote and talk about the Institute's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent the positions, policies or opinions of IOM3."

ASVs who have a personal blog or website which indicates in any way that they volunteer for IOM3 should discuss any potential conflicts of interest with the Marketing and Communications Team.

Those in trustee, senior ASV, and 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 the IOM3 view. ASVs should use common sense and good judgement. Be aware of your association with IOM3 and ensure your profile and related content is consistent with how you wish to present yourself to the general public.

If an ASV is contacted by the press about their social media posts that relate to IOM3, they should contact the Communications Executive ([kovida.mehra@iom3.org](mailto:kovida.mehra@iom3.org)). immediately and under no circumstances respond directly.

IOM3 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 IOM3, ASVs are expected to hold the IOM3 position of neutrality. ASVs who are also politically active need to be clear in separating their personal political identity from that of IOM3, and understand and avoid potential conflicts of interest.

Never use IOM3 logos or trademarks unless approved to do so. Permission to use logos should be requested from the Marketing and Communications Team.

Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully.

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 you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

We encourage ASVs 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 IOM3 and the work we do. Where appropriate and using the guidelines within this policy, we encourage ASVs 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 Communications Executive who will respond as appropriate.

## Legal and Ethical Considerations

### **Libel**

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether ASVs are posting content on social media as part of their role or in a personal capacity, they should not bring IOM3 into disrepute by making defamatory comments about individuals or other organisations or groups.

Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity. The IOM3 Communications team regularly monitors our social media spaces for mentions of IOM3 so we can catch any issues or problems early.

### **Copyright law**

It is critical that all ASVs abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988 ([Copyright, Designs and Patents Act 1988 \(legislation.gov.uk\)](https://www.legislation.gov.uk/ukpga/1988/48)). 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**

It's important to note that ASVs should refrain from sharing IOM3's private and confidential documents or information online. This includes but is not limited to financial information, internal communications, member data, and strategic plans. Any communications that ASVs make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that IOM3 is not ready to disclose yet, such as a news story that is embargoed for a particular date. If in doubt please refer to the IOM3 Marketing and Communications team.

### **Discrimination and harassment**

ASVs should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official IOM3 social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

### **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 ([Transparency of Lobbying, Non-Party Campaigning and Trade Union Administration Act 2014 \(legislation.gov.uk\)](https://www.legislation.gov.uk/ukpga/2014/26)), 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, all campaigning activity will be reviewed by the Marketing and Communications Team.

**Use of social media in the recruitment process**

Recruitment for ASV and employee roles with IOM3 will be carried out in accordance with the appropriate policies, procedures and guidelines. Any advertising of employee and ASV vacancies will be done through HR and Communications teams. Vacancies are shared routinely on LinkedIn and the IOM3 website.

IOM3 does not undertake systematic or routine checking of candidate's online social media activities during the recruitment process, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision.

**Protection and intervention**

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. However, if an ASV considers that a person/people is/are at risk of harm, they should report this to the IOM3 Director of Business Support immediately.

**Under 18s and vulnerable people**

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, ASVs should ensure the online relationship with IOM3 follows the same rules as the offline 'real-life' relationship. ASVs should ensure that young people have been made aware of the risks of communicating and sharing information online, and given guidance on security/privacy settings as necessary. ASVs should also ensure that the site itself is suitable for the young person and that IOM3 content and other content is appropriate for them. Please refer to our Safeguarding Policy.

**Responsibilities and beach of policy**

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of IOM3 is not a right but an opportunity, so it must be treated seriously and with respect. ASVs who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Communications Executive.

**Public Interest Disclosure**

Under the Public Interest Disclosure Act 1998, if an ASV releases information through IOM3 social media channels that is considered to be in the interest of the public, the IOM3 Whistleblowing Policy must be initiated before any further action is taken.

**Contact details**

- Marketing – Head of Marketing, Fabiola Franco ([fabiola.franco@iom3.org](mailto:fabiola.franco@iom3.org))
- Communications – Communications Executive, Kovida Mehra ([kovida.mehra@iom3.org](mailto:kovida.mehra@iom3.org))
- Other – Director of Business Support, Collette Marriott ([collette.marriott@iom3.org](mailto:collette.marriott@iom3.org))
- ASV Hub and link to IOM3 policies [IOM3 | What is expected of me?](#)

Approved by the IOM3 Executive Board

Date: