

Operational guidelines for Social Media Interactions and best practice:

This guidance is for the Bottisham and Burwell Photographic Club's social media Policy and has been produced to give its members a best practice guide in order to avoid common pitfalls and be aware of the potential implications of engaging in online conversations and communities.

The same standards of behaviour and conduct should be adhered to when airing views or interacting with other people on social media as would be applied in offline scenarios.

Professional responsibilities apply regardless of the medium being used and all social media communications that represent the club must comply with relevant Club policies that address all members conduct, as below:

The line between professional and personal use of social media is not always clear and personal use can have an impact on members of the club and how the club is perceived and seen by others in greater context. It is therefore important that all club members bear the following advice in mind when using social media:

- **Be clear:** social media is a relatively informal method of communication so, the tone can be informal if it doesn't undermine the clarity of the post.
- **Be courteous:** Bottisham and Burwell Photographic Club members and all others who have elected to join the club's social media outlets must understand that the club has an ongoing commitment to acceptable behaviour by everyone, at all levels, associated with the club. Some online communities can be volatile, tempting users to behave in ways they otherwise wouldn't. Don't forget that anything posted online can be seen by anybody, and it might not be possible to remove it quickly or at all.
- **Be secure:** Never share confidential or sensitive information.

- **Be thoughtful:** If unsure whether it is appropriate to write about certain kinds of material in your role as a club member, please refer to the Bottisham and Burwell Photographic Club social media Policy.
- **Be responsive:** Encourage comments and respond to those who have questions. Share relevant posts from others - followers like to see interaction with the online community. Social media works best when there is two-way communication, rather than just broadcasting information with no attempt to engage with feedback.
- **Be focused:** Ensure that items posted have relevance to the target audience; don't be tempted to post general news that isn't connected to your role.
- **Be honest:** If a mistake is made, don't try and delete it: followers may receive the message anyway. Instead, apologise and move on.
- **Be transparent:** If participating in or maintaining a social media account on behalf of the club, clearly state your role and goals when and if asked. Including a disclaimer ("all views are my own") can help clarify the status of a personally managed account, or post but does not give licence to use social media irresponsibly.
- Maintaining a directory of official club social media accounts and active web sites.
- Ensuring that any use of social media is carried out in line with this guidance and other relevant policies as laid down by the club committee.
- Regularly monitoring, updating, and managing content that members, who are able to, post via the club's accounts.

- Knowing the contents of the club's social media Policy and this guidance.
- Ensuring that any use of social media is carried out in line with this guidance and other relevant policies of Conduct when using social media, as outlined by the clubs committee such as "Unacceptable behaviour may involve actions, words or physical gestures that could reasonably be perceived to be the cause of another person's distress or discomfort. Unacceptable behaviour does not necessarily have to be face-to-face, and may take many forms such as written, telephone or email communications or social media."
- Disciplinary action warranted by a member's behaviour is equally applicable to their social media activities. Enforcement of this to said parties will only be taken by the elected committee.
- Use of Third-Party Materials. Sharing content such as images, photographs and video is very popular and easy to do via social media sites. While this may have value in an educational or humorous context, there is a risk of breaching the rights of individuals who own the different media e.g. images rights, patents, copyright in a blog, or rights associated with collaborative outputs. All members should ensure they have permission or other justification to share content in this way.