



THE INSTITUTE OF AGRICULTURAL MANAGEMENT

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SOCIAL MEDIA POLICY

Introduction:

Some of the most popular social media sites today are LinkedIn, Facebook, Twitter, Instagram, SnapChat and YouTube. The format and level of interaction vary greatly from one to another. Whenever Trustees use such sites, they are advised to familiarise themselves with the guidance that is set out in this policy.

It is important that social media sites are used effectively as part of a wider communications mix, and that their use does not expose the charity to security risks, or the risk of reputational damage.

As with any online activity, there are risks associated with it. The following types of risk have been associated with social media:-

- Virus or malware (malicious software) infection from infected sites;
- Disclosure of confidential information;
- Damage to the standing or reputation of the charity;
- Social engineering attacks (the act of manipulating people into disclosing confidential material or carrying out certain actions. This is often carried out by individuals fraudulently claiming to be a business or a client);
- Civil or criminal action related to breaches of legislation.

The purpose of this policy is to ensure that:-

- The charity is not exposed to legal or governance risk;
- The reputation of the charity is not adversely affected;
- People are able to clearly distinguish where information provided via social networking sites is legitimately representative of the charity.

The following guidelines will apply to online participation, and will set out the standards of behaviour expected of a representative of Trustee.

1. Responsibilities of Trustees

- 1.1 Trustees should remember that they are personally responsible for the content they publish on any social media;
- 1.2 It is good practice for Trustees to clearly separate professional, personal or political aspects of their communication;
- 1.3 Trustees should ensure that they are familiar with the guidance set out in this social media policy, and that their use of social media is not damaging to the reputation of the charity;
- 1.4 Social media sites are in the public domain, and it is important that Trustees are confident about the nature of the information that they publish.



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2. Responsibilities of officers

- 2.1 Trustees using social media in a personal capacity must ensure that this use is strictly personal.
- 2.2 As members of the public may recognise Trustees as representatives of the charity, it is important that officers ensure that their personal use of social media is not damaging to the charity.
- 2.3 Where Trustees use social media in a professional capacity to represent the charity, this will represent the charity as a body, and not as an individual. This use will be non party political.

3. General Terms of Use Applicable to ALL CHARITY REPRESENTATIVES/ TRUSTEES

3.1 Social networking applications MUST NOT:

- a) Be used to publish content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claims for damages;
- b) Be used in an abusive or hateful manner;

3.2 All charity representatives are reminded that:-

- The charity is not permitted to publish any material that in whole or part appears to affect public support for any political party
- The charity website or other online presence must not be used for the promotion of personal financial interests or personal or political campaigns of any sort.

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