

**UCCC Social Media Policy**

**Description**

This policy describes the rules governing use of UCCC social media forums including but not limited to UCCC WhatsApp groups, Facebook, Instagram, You Tube, Twitter, UCCC Websites etc and sets out how staff, members, all management levels, volunteers, contractors and friends having access to UCCC Social Media accounts must behave when using the Charity’s social media accounts.

**Aim**

The policy was established to keep our online sites and forums a healthy environment for discussion, interaction, exchange of ideas, skills and knowledge and general communication in order that UCCC aims and objectives are fully achieved.

**Prohibitions:**

UCCC strictly forbids any posts containing offensive, abusive, defamatory, intolerant, obscene, fraudulent, deceptive, or misleading, political ideologies, disturbing images, pornography, tribalistic, racist or discriminatory, radicalisation material, violence, nudity, and anything that can cause discomfort to others.

UCCC also discourages posting of items/information/material that is intended to provoke others, business adverts for non-members that are not paid for (full members advertise ONLY their own businesses for free).

**Appropriate Usage**

1. Make sure that all social media content has a purpose and a benefit for UCCC, and accurately reflects its agreed position.
2. Always check facts - you 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.
3. Avoid duplication of posts – check if what you are posting has not been shared already.
4. Aim to always uplift UCCC’s reputation through the content you share on its forums

**Basic Advice**

Following these simple rules help to avoid the most common pitfalls:

1. Spend time familiarising with the social network you access before contributing. It’s important to understand what is and is not acceptable on a network before posting messages or updates.
2. If unsure, don’t post it as the text might cause unnecessary upset or anxiety to others accessing the forum.
3. Be thoughtful and polite. Please endeavour to adopt the same level of courtesy used when communicating via email or face to face conversations. Avoid answering an angry word with an angry word.
4. Look out for security threats - Social networks are also used to distribute spam and malware that can cause damage to others accessing the forums.
5. Don't enforce your ideas or suggestions on members - allow majority conclusions to prevail on issues.
6. When you see something, you don't like from a member, it’s advisable to report to the concerned office (Chief Whip/Kagoggo or management) or inbox them to avoid confrontation or defensiveness on the platform.
7. Handle complex queries through other appropriate channels. Social network forums are not a good place to resolve complicated enquiries. Ideally, any such issues should be handled by management.
8. Avoid escalation of matters - always take the time to think before responding and hold back if you are in any doubt at all. Take the discussion out of the public domain.

**Disclaimer**

UCCC Charity does NOT take responsibility for any content posted or interactions by third parties on its forums. Anyone is personally, fully, and legally responsible for the messages, images, documents, or any items they post on any UCCC forums.

**Policy Review**

This policy is reviewed as and when UCCC management deems it necessary but not exceeding a two-year period.