

CAMCYCLE



SOCIAL MEDIA POLICY

Reviewed by Trustees: June 2020

Social media and other online forums are a great way to share information and generate discussion with a broad range of people. However, online activity carries risks so it is important that those posting on Camcycle's behalf note the following guidelines. Further information is also available in our Online Discussion Etiquette policy, which includes guidelines for posting in our Cyclescape discussion forum.

Introduction

What is social media and how does it support Camcycle's work?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video) and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Twitter, Facebook, LinkedIn and Instagram.

Social media supports Camcycle's work by raising awareness of our campaigns, sharing information on cycling issues and insights and providing a means to gather input and ideas from a wide audience, both local to Greater Cambridge and further afield. It is important for staff and other representatives of Camcycle to participate in social media to engage with supporters, decision-makers and the wider public, participate in relevant conversations and raise the profile of Camcycle's work.

Purpose of the policy

This policy seeks to help users of social media make effective use of these tools to further the campaigns of Camcycle and promote its work while reducing risk to the charity and themselves. Guidelines for professional and personal use of social media highlight issues to be aware of when interacting in these spaces, so that the reputation of the charity is protected and enhanced and negative interactions and legal issues are avoided.

Social media channels and contact

Camcycle uses the following social media channels:

Twitter: @camcycle
@ReachRide
@camcyclefest
@camcyclequest

Facebook: CambridgeCyclingCampaign

Instagram: camcycleuk
LinkedIn: company/cambridge-cycling-campaign
YouTube: channel/UCs-cq9ANOfEjWOOAaJorcdA (*no custom URL yet*)
channel/UCk6-aIZIC4vqfJWkEsQhURg (*old account*)
Pinterest: camcycleuk (currently inactive)
Minds: camcycle (currently inactive)

Camcycle's social media channels are managed by the Communications and Community Officer. Only staff, trustees and authorised volunteers may post on behalf of the organisation.

Guidelines for posting on Camcycle's social media channels

Content

- Remember Camcycle's values when posting content. We are inclusive, informed and influential and our work is positive, practical and professional. Bring value to the audience by posting content which is useful and interesting and will help enable our mission to work for more, better and safer cycling.
- Campaign-related postings should also be consistent with our cycling policies. These should be made by knowledgeable and authorised members of the organisation so that where policy is not written down, those posting have a reasonable basis for believing that what is posted matches published material and internal discussions.
- Aim to be inclusive by posting items of content that appeal to a wide range of cycling audiences. Bear in mind this balance when sharing and retweeting others' content. For example, mix up technical posts with content on family cycling and international inspiration with posts on local cycling issues. It's also important to include both posts which will gain widespread support and others that set the agenda and introduce innovative ideas.
- Demonstrate that Camcycle is informed by checking facts before posting and linking to sources where possible. Don't be afraid to admit to mistakes; make sure they are publicly corrected in a timely manner. Be wary of fake news and photo manipulation.
- Camcycle is a non-partisan organisation, so always maintain neutrality when posting about political issues. Be especially vigilant on this during the 'purdah' period before elections.
- Be aware that it can be easier to post about problems or complaints than about positive solutions. Try to maintain a good balance of content by regularly sharing good news stories, campaign successes, cycling inspiration from elsewhere and uplifting articles from Camcycle magazine. Any posts containing complaints should be about systemic problems; never shame individuals or focus on their faults.

Tone of voice

- When posting on Camcycle's behalf, you are an ambassador for the charity and our work. The tone of our posts should be professional and inclusive and should seek to inform rather than inflame online discussions.
- Camcycle's presence online should appear friendly, authoritative and human – engage with people in the way that you would do in a real-life situation such as on the Camcycle stall. When replying to private direct messages, always identify yourself so the correspondent knows who they are communicating with.

- Remember to use 'we' rather than 'I' when posting on behalf of Camcycle. Our social media comes from the organisation rather than individuals, so you should not include your initials on posts.
- Don't post in anger – pause and think before posting responses to ensure content is polite to others and will maintain Camcycle's integrity and reputation.
- Humour and lightheartedness are good ways to engage with others, but be cautious when writing in this way. Typed text, stripped of voice inflections and body language, can be easily misinterpreted. Humour can sometimes be taken as an insult, especially if subtle. Sarcasm and mockery are not acceptable.

Timing

- Camcycle channels are officially monitored during working hours. Working hours include weekdays from 9am to 5.30am and Camcycle events during evenings and weekends such as monthly meetings and social rides.
- With a small team of staff and active volunteers, it is not always possible to provide quick replies to comments and questions, but we aim to reply in a timely manner, where a response is appropriate. Engagement with our audiences is important for growing our reach on social media and showing our organisation to be friendly and helpful. Almost all private direct messages (except spam) should be responded to, with discretion used for comments on the main feeds or posts.
- Live content is encouraged, where possible, such as video recordings or live tweets of events and updates through Facebook and Instagram Stories.
- Scheduled posts should also be used to post at a variety of times throughout the day and week and to effectively plan content and campaigns.

Dos and don'ts

- **DO** link wherever possible to content on our website such as blog posts, resources and articles from our magazine.
- **DO** check what Camcycle's policy and positions are to ensure accuracy on topics which may be controversial. Find this information on our website or consult members/trustees on Cyclescape or via our official email address.
- **DO** share or link to authoritative sources or examples of good practice to illustrate points being made, enhance campaigning posts and inspire others. When featuring others' work, always make sure you include a credit or tag, and gain permission where appropriate. If you need to source generic or stock imagery, make sure you follow the correct guidelines for attribution or payment, where required by the host site.
- **DO** post a variety of styles of content – video, infographics, Instagram/Facebook stories and online polls will help engage a wide audience. Work with the Communications Officer to agree and produce new content ideas.
- **DO** check posts before sending to avoid typos, make sure other accounts are tagged correctly and confirm URL links are working. In some cases, high-quality images or logos may be important – contact the Communications Officer if you need assistance with this.
- **DON'T** assume users of our social media account have knowledge or experience of cycling issues. Explain things in accessible ways and respond to all questions with kindness.

- **DON'T** encourage others to break the law or risk their personal safety, or that of others, to gather content for social media (for example, illegal roadblocks or videos of cycle stunts). Where content relates to direct action whose legality is not clear, discussion with trustees should be sought before posting.
- **DON'T** share close-up images of under-18s without permission from their parents and guardians. Discretion should be used in cases where children are featured in large groups (e.g. the Reach Ride) or appear in the background of editorial/public interest footage (e.g. film of cyclists travelling along King's Parade). For more information, see Camcycle's Privacy Policy.
- **DON'T** set up additional social media accounts or Facebook groups without authorisation from the Executive Director and trustees.

Troubleshooting

- **If you are unsure how to respond to a comment or message**, refer to the Communications Officer or Executive Director before posting.
- **If someone posts an offensive comment or message** (for example, making offensive or derogatory comments to another user or using unacceptably bad language), delete the message. The user may need to be blocked if they persist in posting offensive comments – in all cases, if unsure, please refer to the Communications Officer or Executive Director. It is best practice to write a justification for this removal in the thread of the offending post or to communicate directly with the individual about the removal, if possible.
- **If you feel there is a crisis involving the charity (online or offline)** please refer to the Executive Director before posting a response on Camcycle's social media channels. In these situations, posts are likely to also require trustee approval.
- **In cases of serious injury or death to a cyclist in the area**, it is appropriate to acknowledge the incident with a message along the lines of 'We are sorry to hear about Our thoughts are with the cyclist's family at this time.' It is rarely appropriate to link to a campaigning issue in the first instance when personal emotions should be considered and the facts may remain unclear.

Management of social media channels

- Camcycle's social media channels are managed by the Communications and Community Officer, reporting to the Executive Director.
- Volunteers posting on social media channels on Camcycle's behalf should be knowledgeable members of the organisation, with authorisation to post from staff and trustees.
- The number of people with authorisation and passwords to post on any particular channel should be limited. Passwords should be changed regularly and, in particular, when staff members (including interns) and regular volunteers move on from the role.

Guidelines for use of personal social media channels

If you are a named representative of Camcycle (e.g. staff member, trustee), you are an ambassador for our charity. This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise.

- It is recommended that those who post on Camcycle's social media channels on the charity's behalf also have personal social media channels where they can post cycling-related comments or opinions that may not be suitable for posting from the official Camcycle account. The sharing of official posts on your personal account is encouraged to spread awareness of Camcycle's campaigns and Camcycle may retweet or share posts from personal accounts, where appropriate, to illustrate diverse individual opinions and experiences of cycling.
- Be aware that information you make public on your personal account could affect how people perceive Camcycle. You must make it clear when you are speaking for yourself and not on behalf of Camcycle. If you are using your personal social media accounts or blog to promote and talk about Camcycle's work, it may be appropriate to include a disclaimer such as: 'The views expressed on this site are my own and do not necessarily represent Camcycle's positions, policies or opinions.' Do not use elements of Camcycle's logo or brand on your own website or channel without permission.
- Think about your reputation as well as the charity's when posting. Be aware of the language you are using. 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. For more information see Camcycle's Online Discussion Etiquette Policy.
- 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 consider the content carefully. When you are using social media sites at work for Camcycle, it is important that you do so safely and that personal use is limited. In the case of staff, please refer to the Employee Handbook for more information.
- Camcycle 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 Camcycle, staff and trustees are expected to hold Camcycle's position of neutrality. Those who are politically active in a separate capacity need to be clear in dividing their personal political identity from Camcycle's work, and understand and avoid potential conflicts of interest.
- Camcycle works with some major donors and corporate partners. If you approach these people from your personal social media accounts to ask them to support the charity or retweet our content, this could hinder any potential relationships that are being managed by the Executive Director and membership team. 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 the charity, please speak to the Executive Director to share the details.
- If a staff member, trustee, volunteer or other Camcycle member is contacted by the press about personal social media posts that relate to Camcycle, they should talk to the Communications Officer or Executive Director before responding.

Further guidelines

Libel

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

Copyright law

It is critical that all representatives of Camcycle abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. 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

Any communications that representatives of Camcycle make in a personal capacity must not breach confidentiality. This includes information intended for internal use only or information that Camcycle is not ready to disclose yet, such as a news story that is embargoed for a particular date.

Discrimination and harassment

Representatives of Camcycle should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Camcycle 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, 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 monitored by the Executive Director and Communications Officer.

Use of social media in the recruitment process

Recruitment should be carried out in accordance with the Equal Opportunities Policy, and associated procedures and guidelines. Advertising of vacancies is managed by the Executive Director. Vacancies should be shared on social media channels as appropriate.

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 site. However, if a representative of Camcycle considers that a person/people is/are at risk of harm, they should report this to the Executive Director 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, those posting on Camcycle's behalf should ensure the online relationship with these users follows the same rules as those for an offline 'real-life' relationship (see our policy on Safeguarding Adults and Children at Risk). They 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. They should also ensure that the site itself is suitable for the young person and that Camcycle content and other content shared by Camcycle is appropriate for them.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Camcycle is not a right but an opportunity, so it must be treated seriously and with respect. For staff, breaches of policy may incur disciplinary action, depending on the severity of the issue. Please refer to the Disciplinary Policy in the Employee Handbook for further information on disciplinary procedures. Staff who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Executive Director.