

## **YogaMobility Social Media Policy**

Social media is the collective term given to web-based tools and applications (apps) which enable users to create, share and interact with content (words, images, graphics and video) as well as network with each other through the sharing of information, opinions, knowledge and common interests.

YogaMobility's official use of social media is currently limited to posts on Facebook to publicise fundraising events. This policy applies however social media is accessed including via desktop or laptop computer, tablet or smartphone. In future the organisation may choose to expand its use of social media. If it were to occur, the policy would also apply to online blogs, wikis, podcasts, forums and messaging based apps such as WhatsApp.

There are a number of areas which we need to be aware of. Social media can be used to:

- Promote our services
- Share news and updates
- Celebrate successes
- Raise awareness of important issues and challenges
- Advertise volunteering opportunities
- Support fundraising activities
- Build a public profile and strengthen our reputation.

Use of social media is covered by a number of UK laws and has no national boundaries. In order to avoid breaking the law, anyone posting content on behalf of YogaMobility must be mindful that it does not in any way constitute or contain:

- Harassment i.e. pestering or annoying someone
- Menacing behaviour
- Threatening behaviour
- Grossly offensive comments
- Libel i.e. a false statement which may damage someone's reputation
- Defamation i.e. posting an unsubstantiated rumour about someone
- A breach of data protection rules
- A breach of copyright i.e. posting material owned by another person or organisation without their permission.

Anyone affiliated with YogaMobility be they Trustee, committee member, free-lancer, volunteer or student who chooses to use their own account to promote the activities of the organisation must also be aware of and adhere to this policy. Anyone unsure about whether something they propose to do on social media might breach the policy should seek advice from the Chair.

Only those people who are permitted by the YogaMobility committee may post content on our YogaMobility Facebook page. They must also immediately take-down (i.e. remove) any posts or comments that are obviously unacceptable. In such a case the post should be recorded beforehand by screenshot or other appropriate means. The content should then be shared with the committee at the earliest opportunity. If necessary, it may be appropriate to manage the removal using our Complaints Policy.