



# SPSS Information Sheet 4

## SPSS Social Media Policy

### Introduction

'Social media' is the term commonly given to websites and online tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests and involves building communities or networks, encouraging participation and engagement. Social media encompasses: podcasts, 'wikis' such as Wikipedia; message boards and forums; social bookmarking websites such as Delicious; social networking websites such as Facebook, LinkedIn, Bebo & Myspace; blogs and micro-blogs such as Twitter & Tumblr; and content sharing websites such as Flickr, YouTube & Pinterest.

The SPSS, along with most other studbooks, uses social media to promote the Society and associated ponies with participation by both SPSS members and non-members being encouraged. However, it is important that all social media is used responsibly, accurately and legally. The SPSS will monitor content, both on official SPSS social media pages and elsewhere on the internet, to identify any postings that refer to the SPSS, it's members and it's officials. If content is found that is derogatory, defamatory and/or could damage the reputation of the SPSS, it's officials and/or members (past and present) then appropriate action will be taken both to have the content removed and seek redress from the originator and any others who have participated. In addition, overt promotion and/or advertising is not permitted on the SPSS social media pages by anyone other than the SPSS page administrator(s).

### Principles

The following principles apply to your online participation in the context of being a member of the SPSS and set out the standard of behaviour expected in representing the society. We encourage positive representation and promotion of the Society and therefore welcome members building upon this through use of social networking websites. You are representing our society and we trust you to act accordingly. Therefore, please:

- Be professional; remember that you are an ambassador for our society.
- Be responsible and honest at all times. When you gain insight; share it with others where appropriate.
- Be credible; accurate, fair and thorough and make sure you are doing the right thing. Although a controversial comment can sometimes spark a good debate, rude, offensive or defamatory remarks must be avoided at all times.

Always remember that participation online results in your comments being permanently available and open to being republished in other media. Social media encourages conversations and collaborations as its core, however never give out personal details like home address and phone numbers unless totally satisfied who the recipient is. Also be aware that you may attract media interest in you as an individual, so proceed with care whether you are participating in an organisational or a personal capacity. As well as protecting your own privacy, it's important to respect the privacy of others, so don't copy and share things which aren't yours, without getting prior permission and make sure that your postings comply with the requirements of copyright legislation.

Abide by the rules of the social media site(s) you use. Stay within legal frameworks and be aware that libel, defamation, copyright & data protection laws apply. False statements, unsubstantiated claims, offensive, defamatory and/or threatening comments could lead to suspension or removal from SPSS membership and/or to other appropriate action (including legal).

Derived primarily from "Social Media Planning Guide for Voluntary Sector Organisations" by Simon Duncan, Regional ICT Champion – Yorkshire and The Humber (used under Creative Commons License: Attribution-Noncommercial-Share Alike 2.0 UK: England & Wales) with additional information from the CMI's "Using Social Media Effectively - Checklist 267"