

Pocklington & District u3a Social Media Policy

1. Purpose of this Policy

This Social Media Policy sets out how Pocklington & District u3a and its members should use social media responsibly and safely. It aims to protect the u3a, its members, volunteers, and reputation, while encouraging positive communication, learning, and engagement.

u3a is a voluntary charitable organisation run by and for its members. This policy applies to all u3a-related social media activity, whether conducted on official u3a accounts or by individuals acting on behalf of u3a.

2. Scope

This policy applies to:

- All u3a committee members, group leaders, trustees, and volunteers
- Members who post content on behalf of u3a
- Official u3a social media accounts (e.g. Facebook, X/Twitter, Instagram, WhatsApp, YouTube)
- Unofficial or personal accounts where u3a-related activities are discussed in a way that could be associated with u3a

3. Aims of u3a Social Media Use

u3a social media should:

- Promote learning, friendship, and shared interests
- Provide accurate information about u3a activities and events
- Encourage respectful discussion and inclusion
- Support recruitment and public awareness of u3a

4. General Principles

All social media use connected with u3a should:

- Be lawful, honest, and respectful
- Reflect the values and ethos of u3a
- Protect the privacy and dignity of members and the public
- Avoid bringing u3a into disrepute

Members should remember that social media content is public, permanent, and easily shared.

5. Official u3a Accounts

- Official accounts should be approved by the u3a committee.

- At least two committee members should have access to each official account.
- Content should be factual, inclusive, and appropriate for a wide audience.
- Accounts should be reviewed regularly and closed if no longer needed.

6. Personal Accounts

Members are free to use their personal social media accounts as they wish, but when referencing u3a they should:

- Make it clear they are expressing personal views, not speaking for u3a
- Avoid criticism, argument, or offensive remarks about u3a or its members
- Refrain from sharing confidential or sensitive information

7. Safeguarding and Privacy

- Do not post personal information about members (e.g. contact details, health information) without explicit consent.
- Photographs or videos of members should only be shared with prior consent.
- Extra care must be taken with images of children or vulnerable adults; safeguarding policies must always be followed.

8. Respectful Communication

The u3a does not tolerate:

- Bullying, harassment, or intimidation
- Discriminatory, defamatory, or offensive language
- Political campaigning or party-political content on behalf of u3a

Any concerns about social media content should be raised with the u3a committee.

9. Accuracy and Copyright

- Ensure information shared is accurate and up to date.
- Correct mistakes promptly.
- Respect copyright and intellectual property; only share content you have permission to use or that is clearly licensed for reuse.

10. Managing Comments and Issues

- Comments on official accounts should be monitored.
- Inappropriate comments may be removed.
- Serious issues should be referred to the committee and, if necessary, to the Third Age Trust.

11. Breaches of this Policy

Failure to comply with this policy may result in:

- Removal of posts or content
- Loss of permission to manage u3a social media accounts
- Further action in line with the u3a's constitution or disciplinary procedures

12. Review of Policy

This policy will be reviewed annually by the committee to ensure it remains appropriate and up to date.

Date of next review: January 2027