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## Social Media Policy

It is important to use social media responsibly and in a way that aligns with an organisation's values and goals. This social media policy outlines the guidelines for using social media on behalf of Dudley Federation of Tenants and Residents Associations.

This social media policy applies to all employees, volunteers, and contractors who use social media to represent Dudley Federation. This includes using social media on personal accounts when discussing or representing the organisation.

### Purpose:

- Ensure that social media is used in a way that is consistent with Dudley Federation's mission, values, and goals.
- Protect Dudley Federation's reputation and brand.
- Promote responsible and ethical online behaviour.
- Minimize legal and reputational risks.

### Objective:

- Our objective for using social media is to promote and make our organisation more accessible, to make information available to anyone who needs it and to enable that information to be shared by Tenants and Residents Associations, individuals and like-minded organisations.
- We currently have a presence on Facebook, Instagram, Twitter (x), LinkedIn and our website is a blog site which allows comments.

### Roles and Responsibilities:

- Dudley Federation's social media accounts and social media security are managed by our Organisation Manager. Board members who have experience and would like to have access can be granted access with board approval.
- The Organisation Manager is responsible to ensuring that content is correct, legal and appropriate. Board members can view and request removal of any content at any time.
- Sharing of others' content deemed appropriate by the Organisation Manager does not need approval from the Dudley Federation board members.
- The Organisation Manager, or anyone else with access, must review and moderate content regularly, a minimum of weekly.
- Comments should be responded to, particularly if a direct question is asked. If a comment contains an opinion that goes against our guidelines i.e., it is political then it should not be replied to unless a question is asked, in which case a neutral or impartial response should be given. If a comment contains hate speech, is malicious, threatening, indecent or grossly offensive then it should be reported to the platform that it has been posted on and removed.

#### Directors

Martin Smith (Chairperson), Stan Chance (Vice Chairperson), Christine Phillips (Treasurer)  
Elaine Lloyd, George McClay, John Doughty, Tony Brain



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## **Guidelines for Appropriate Online Behaviour**

### **General**

- Be professional and respectful at all times.
- Use clear and concise language.
- Proofread posts before publishing them.
- Be mindful of the tone and image of Dudley Federation.

### **Content**

- Do not post content that is false, misleading, or defamatory.
- Do not post content that is hateful, discriminatory, or offensive.
- Do not post content that is sexually explicit or that exploits, abuses, or endangers children.
- Do not post content that is illegal or that violates the rights of others.
- Do not post content that is confidential or proprietary.

### **Privacy**

- Do not post personal information about constituents, supporters, or staff without their consent.
- Do not post private conversations or emails without permission.

### **Social Media Accounts**

- All social media accounts used to represent Dudley Federation must be authorized by the Dudley Federation board members.
- Passwords to social media accounts must be kept confidential.
- Social media accounts must be used in accordance with this social media policy.
- Any breach of this policy will be taken to the Dudley Federation Board, who will decide the appropriate action moving forward in line with their complaints policy.

Agreed by the DFTRA board on: 10th June 2024.

Next review due by: July 2026.

#### **Directors**

**Martin Smith (Chairperson), Stan Chance (Vice Chairperson), Christine Phillips (Treasurer)  
Elaine Lloyd, George McClay, John Doughty, Tony Brain**