# Group Analytic Society International (GASi)

## Social Media Policy

To use social media well and stay safe, GASi has developed a clear social media policy. This policy will be regularly reviewed, support the charity's goals, follow the law, promote safe online behaviour (especially for vulnerable people), and guide responsible campaigning.

Please read this policy carefully as it is designed to encouraging respectful, legal, and careful use of social media to protect the charity and keep public trust.

1. Social Media Accounts are overseen by the GASi Online Communications Committee.
2. The day to day running of Social Media Accounts is managed by the Social Media Contents Administrator appointed from time to time by the Chair of Online Communications Committee.
3. Social Media accounts can also be accessed by the GASi Office Manager and at least one other trustee

Any person(s) appointed as Social Media Content Administrator must read and adhere to the following guidelines:

**Social Media Content Administrator(s):**

- Must follow the rules around data protection, privacy, copyright, defamation, whistleblowing, and equality.
- Be familiar with each platform's guidelines and avoid sharing false or offensive material—especially when dealing with sensitive issues or vulnerable groups.
- If something serious or illegal is posted, take it down quickly and report it to the right authorities.
    - Look into how it happened and respond according to your charity's procedures.
    - You may also need to think about whether a public statement is needed, and how to handle any conflicts of interest—especially if a trustee is involved.
    - If the issue causes real harm to the charity or those you support, you might need to report it to the Charity Commission.
- Charities can use social media to campaign and be part of political discussions, but only if it helps achieve its charitable goals. It must stay politically neutral and cannot support any political parties or candidates. Any campaigning should be reasonable, clearly needed, and must not become the main focus of the Charity. There are also extra rules to follow and become acquainted with especially specially during election times— you should understand these rules and always check official guidance to make sure your charity stays within the law. For further information please check the Political Campaigning as a Charity guidance issued by the NCVO which can be found at https://www.ncvo.org.uk/help-and-guidance/running-a-charity/political-campaigning/?gad_source=1&gad_campaignid=11415512370&gbraid=0AAAACQ-LpmthZNwJUA7NkYoUC5vYP59Q&gclid=Cj0KCQjw953DBhCyARIsANhIZobGe5QV2ZqF8G8KxoIP3iUFc8fBmgy6Sauxud4mq6aDGKHOVU75G2AaAoDDEALw_wcB

- **EMOTIVE TOPICS**: Charities can engage with emotive topics if it supports their purpose and is in their best interests.
    - It's important to plan ahead by considering potential risks, including reputational damage, and how to manage them—like informing key stakeholders and handling criticism respectfully.
    - Make sure your team is prepared to manage complaints or online abuse, and that your complaints process is up to date.
    - Also, check if any advertising or broadcasting rules apply to your content.
- Watch out for fake accounts pretending to be your charity and know how to report them.
- Make sure that all account access codes are kept in a safe place and also shared with the Office Manager (JP). Remember to update the office is the codes are changed at any time

**Trustee Actions when Becoming Aware of Harmful Content:**
If a trustee sees or is informed about content (such as a social media post, blog, video, or other public material) that:

- Could be perceived as connected to the Charity (e.g. shared by a volunteer, member, or person linked to the Charity), **and**
- Could damage the Charity's reputation, cause harm to beneficiaries, or conflict with its values or policies,

They should take the following steps:

1. **Report Promptly**: Inform the President of Trustees and/or the full board as soon as possible. If the concern is serious or urgent, this should be escalated immediately.
2. **Record and Gather Information**: Make a note of what was seen, when it was seen, and where it was posted. If possible, take a screenshot or archive a copy of the content in case it is later removed.
3. **Assess the Risk**: The board should consider the nature of the content, its potential impact, and whether it breaches the Charity's values, policies, or legal obligations.
4. **Respond Proportionately**: The board may decide to:
    - Reach out to the individual involved to discuss the impact of their actions.
    - Take internal action (such as reviewing roles, updating policies, or issuing guidance).
    - In serious cases, seek legal advice or report the issue to the Charity Commission.
5. **Protect the Charity's Interests**: Any action taken should be documented and focused on protecting the Charity's beneficiaries, reputation, and legal standing, while maintaining fairness and respect for individuals involved.

**Maintaining Integrity Online:**
Trustees are encouraged to lead by example in their own online activity and to be mindful of how personal posts or comments could reflect on the Charity. Clear boundaries, respectful engagement, and awareness of potential reputational risks are essential.