

## HRGB Social Media Policy

The purpose of this policy is to provide guidance and best practices for using social media platforms to communicate with and about HRGB, its members, events, and activities, and about making music with Handbells, Hand chimes & Belleplates®. Social media platforms include, but are not limited to, Facebook, X-platform (formerly known as Twitter), Instagram, and YouTube.

This policy applies to all HRGB members who use social media in relation to HRGB, whether in an official or personal capacity, at national, regional, international or local level.

### Principles

- HRGB values and encourages the use of social media as a way to promote and celebrate making music with Handbells, Hand chimes and Belleplates®.
- HRGB expects all social media users to uphold the values and reputation of HRGB and to respect the rights and dignity of others.
- HRGB recognises the importance of freedom of expression and creativity, but also the potential risks and challenges of social media, such as legal issues, privacy, security, and reputational damage.
- HRGB reserves the right to monitor, moderate, and remove any social media content that violates this policy or any other HRGB policies or codes of conduct.

### Guidelines

- When using social media in an official capacity, such as representing HRGB or managing an HRGB account (at national, international, regional or local level), you should:
  - Use the HRGB logo and branding where appropriate. This will include ensuring that the HRGB charity numbers and name appear in the profile part of the social media platform.
  - Follow the tone of voice and style consistent with representing HRGB and use clear, accurate, and professional language.
  - Be respectful, courteous, and constructive and avoid personal attacks, insults, or offensive comments.
  - Seek permission before posting any personal or sensitive information or images of others and respect their wishes and preferences.
  - Give credit and acknowledge the sources of any content that is not your own, such as quotes, images, or music.
  - Comply with the terms and conditions of the social media platforms and the relevant laws and regulations, such as data protection, intellectual property, and defamation.
  - Report any inappropriate or harmful content or behaviour to the social media platform and/or HRGB as soon as possible.
- When using social media in a personal capacity, such as expressing your own views or opinions, you should:
  - Make it clear that you are speaking on your own behalf and not on behalf of HRGB, unless authorised to do so.
  - Be mindful of how your social media activity may reflect on HRGB and your role within it and avoid any potential conflicts of interest or breaches of trust.
  - Refrain from disclosing any confidential or sensitive information about HRGB, its members, events, or activities, unless authorised to do so.
  - Respect the privacy and confidentiality of others and do not post any personal or sensitive information or images of others without their consent.
  - Be responsible and accountable for your social media content and behaviour and be prepared to deal with any consequences or feedback.
  - Seek advice or support from HRGB if you are unsure or concerned about any social media issues or incidents.

*Adopted by HRGB National Executive Committee 7 March 2024*

