

WATER MANAGEMENT ALLIANCE

GOVERNANCE

SOCIAL MEDIA POLICY

BROADS IDB

EAST SUFFOLK IDB

KING'S LYNN IDB

NORFOLK RIVERS IDB

SOUTH HOLLAND IDB

Version: 1

Agreed Date: 25/10/2016

Review Date: 25/10/2019

The use of social media enables the WMA and our Member Boards to reach out to a wider and more mobile community, when sharing news and information. However, along with these opportunities there are risks associated with using social media. This policy ensures an effective and safe use of Social Media to develop and promote our vision, services and activities.



Social Media Policy

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1. Introduction

- 1.1 The Water Management Alliance (WMA) and our Member Boards aim to deliver appropriate water level management in an efficient and cost effective manner to the communities served within their catchments, which minimises the impact on the environment and protects and enhances ecological diversity for future generations.
- 1.2 Social media provides a platform to share information and opinions from the communities served by the WMA and its Member Boards. Anyone with online access can now quickly and easily communicate with the WMA and its Member Boards. However, it should be recognised that there are also risks attached to the use of social media. The distribution of information available on social media cannot be controlled; material, opinions and statements published on social media can be networked beyond the original intended audience.

2. What is social media?

- 2.1 Social media use web-based and mobile technologies on smartphones and tablet computers to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals. Social media changes the way individuals and large organizations communicate. (Source: Wikipedia (2016)).

3. Principles

When using social media we will aim to:

- 3.1 Protect the reputation of the WMA and its Member Boards while embracing the possibilities of social media channels.
- 3.2 Ensure that any communication with the WMA and its Member Boards through social media meets legal requirements and is consistent with other communication activities.
- 3.3 Prevent the unauthorized use of WMA or its Member Boards being branded on employees' personal social media sites.

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4. Boards' commitment to these Principles

4.1 Our employees will comply with these principles, using the following guidelines:

- No unauthorized use of the WMA or its Member Boards logo or branding on social media channels; this may result in action being taken under the disciplinary procedure.
- Employees and/or agents must not post any unchecked items on sites until they have been reviewed by another person, to avoid unintentional errors being posted.
- Before using social media as a channel for a project or campaign, an employee must first discuss and agree this with their line manager.
- Employees and/or agents must not reveal confidential or sensitive information - consult your line manager or the Group's Data Manager if you are unsure.
- Employees and/or agents must not include contact details or images of people without their permission.
- Employees and/or agents must never use comments that could be interpreted as offensive or defamatory. If a defamatory statement is written down (in print or online) it is known as libel. If it is spoken, it is known as slander. Action may also be taken against anyone repeating libelous information from another source; careful checks are needed before quoting statements from other blogs or websites. This can also apply to linking to defamatory information.
- The following social media activities are illegal under the Consumer Protection from Unfair Trading Regulations:

Creating false blogs, or ghosting
Falsely representing oneself as a customer
Falsely advertising on social media sites