

National Back Exchange

Social Media Policy



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1. Scope

National Back Exchange (NBE) wishes to encourage its members and employees to make use of social media to engage with the wider community for its business purposes. This document has been produced to clarify how NBE social media profiles are to be utilised by our members and employees, the type of behaviour that is expected from them, and their responsibilities when using NBE social media to promote their individual services, engage with stakeholders or air their views. The Social Media Policy covers all members, affiliated groups and employees of NBE who engage in any forum within the NBE social media framework.

This policy must be followed by all NBE members, employees and social media followers, whether they:

- manage NBE social media accounts
- interact with any of NBE's social media accounts
- manage individual professional accounts where comments relate to their NBE activity
- discuss subjects related to NBE in the wider World Wide Web
- any affiliated groups

2. SOCIAL MEDIA APPLICATIONS

For the purposes of this policy, social media involves any web/tablet/smart phone-related application that allows individuals to share information and interact with audiences. At present, NBE and its members and employees utilise the following social media: Facebook, Twitter, LinkedIn, alongside forums and blogs on the NBE website. This policy covers all the social media applications mentioned and any that the Executive decide to use in the future. It also applies to content related to NBE publicised on social media not listed in this document, which includes social media in use in other countries where Facebook, Twitter, etc. are either prohibited or are not mainstream, and/ or any post which is regarded as a conflict of interest.

3. RESPONSIBLE USE OF SOCIAL MEDIA

While NBE is committed to promoting and securing freedom of speech for its members, comments published on its social media sites must comply with the NBE's policies and the general law (The Regulation of Investigatory Powers Act 2000, Telecommunications (Lawful Business Practice) (Interception of Communications) Regulations 2000, The Data Protection Act 1998).

Members must be certain that NBE owns the copyright of any material they are planning to post on its behalf – this includes text, images and videos. The only exception for this rule is cases in which copyright owners have given written consent for the use of their work.

Members can express personal views on any media and may mention NBE as long as it is clear that they are not acting or commenting on behalf of NBE. Executive officers and those



acting on behalf of the NBE must keep their personal, business and NBE activities separate regardless of personal preference due to the potential for confusion and perceived authority to present a view on behalf of the association.

Incidents and use of language related to discrimination, harassment or bullying through social media will be dealt with seriously and members are expected to report this to the Communications Officer or Public Relations Officer (PRO) if they come across this type of content on our corporate social networking channels or in other spaces. Any such incidents will be investigated in accordance with NBE's Code of Professional Conduct.

Under no circumstances should members release any confidential information or intellectual property belonging to National Back Exchange via social media without prior written permission or make use of our trademarks (logos, names) or intellectual property for personal, business and private purposes.

Members who manage social media accounts must be vigilant and delete offensive or unsolicited content from NBE social networking sites. Members should not make posts which take advantage of positions they hold within NBE (including local groups) and present a conflict of interest between that and their personal/business interests. Other members should immediately report such content to the Communications Officer or PRO .

The Executive will alert members if their use of social media could pose a risk (i.e. sharing contact details on social media or not making use of privacy settings). Members should not disclose any personal data of other members on social media sites, without first obtaining appropriate consent or authorisation.

Members should not use social media in a manner which may bring NBE into disrepute or that goes against any of the policies, in particular our Code of Professional Conduct (please contact Communications Officer or PRO for advice on this).

4. RESPONSIBLE USE

Members and organisations should not make posts that are deemed to be advertising their goods or services. Any inappropriate use of the NBE's social media profile for promotion of an individual's personal business (e.g. hashtag hijacking, linking to own business Facebook/ LinkedIn) will result in the removal of the linked post from NBE's social media profile and will result in disciplinary action if it brings NBE's reputation into disrepute, exposes it to any potential liabilities, or is seen as NBE endorsing an individual or their business. Users must have regard to the reputation and good standing of NBE and its members, and should avoid conduct that brings an individual and/or other members and / or NBE into disrepute; and/or is prejudicial to the interests of NBE. Such conduct may include injuring the reputation of a member and inappropriate behaviour, such as using abusive or foul language, when representing or posting on NBE social media pages. Conduct that is prejudicial to the interests of NBE includes using the NBE social media profile, logo or name or social media links without permission for business or financial gain.

Members should ensure that they abide by the rules set out by regulators, funders, partners or professional bodies they may be associated with. NBE will take no responsibility in policing external policies/rules.



5. SUPPORTING MEMBERS

A number of members of NBE have a prominent presence on social media which can help us with the sharing of knowledge, raising awareness of NBE's work, and engaging with members and stakeholders. NBE invites and encourages other members to follow their examples. Members do not need to feel under pressure to make use of social media. Be aware that social media requires a level of monitoring and responding to enquiries. Consider this before setting up accounts and ensure that it will not have a negative impact on your professional responsibilities. If in doubt, please contact the Communications Officer.

6. CONFLICTS OF INTEREST

Conflicts of interest occur where an individual's judgment may be affected by more than one interest; an interest in the outcome is knowing what may happen as a result of a social media posting and a link to the NBE social media profile. Something that could benefit an individual's personal/ business interest which may be seen as endorsement, or may be detrimental to the work of NBE. An interest may be personal or professional. An individual usually has a personal interest in being able to provide for themselves and any dependants and this should not be allowed to interfere with the professional interest of the work of NBE.

7. COMPLIANCE WITH THIS POLICY

Breach of this policy will result in disciplinary action up to and including removal of membership from social media sites, or NBE as a whole. Any member suspected of committing a breach of this policy will be required to co-operate with an investigation, which will involve handing over relevant information as required by the investigating officer.

8. AUDIT, MONITORING AND REVIEW

The Executive Committee will be responsible for leading on the implementation of this policy and other Social Media related policies and procedures.

This policy will be continually monitored and will be subject to an annual review. An early review may be warranted if one or more of the following occurs:

- As a result of regulatory / statutory changes or developments
- As a result of NBE policy changes or developments

NBE will monitor, intercept and review members' activity on social media to ensure that this policy is being complied with. By using our systems to communicate via social media, you are expressing your consent for such monitoring to take place.

NBE will store copies of such data or communications for a period of time after they are created, and will delete such copies from time to time without notice. This policy covers our approach to social media based on the needs of the NBE at the current time. Any changes in this policy will be communicated to all members as soon as possible.



9. Version Control Information & History

Date	Version no.	Status	Summary of changes	Consulting group / person	Changes made by
July 2017	1		New policy	Professional Affairs Committee NBE Exec	Professional Affairs Chair
July 2018	1.1		Minor format / content changes	NBE Exec	Vice Chair
May 2020	1.2		Minor format / content changes	NBE Exec	Vice Chair

