



Ileostomy & Internal Pouch  
Association

Registered Charity

# Member Organisation Social Media Policy

Date agreed by Board of Trustees	Signature of Chair of Trustees	Date of next review:
December 2021		December 2023



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## 1. Introduction

The popularity of social media as a means of communication presents an opportunity for the Ileostomy and Internal Pouch Association (IA) member organisations to enhance the way they engage with their members and other stakeholders.

The use of such communication channels must be properly managed to ensure they are used effectively to support members and other stakeholders, enhance IA's reputation and contribute to the pursuit of its charitable aims.

## 2. Aim

The aim of this policy is to set out expectations around the use of social media, including posting guidelines and moderation policy for online user-generated content.

## 3. Associated policies

This policy should be read alongside the following policies, all of which are available on IA's website and in hard copy format from National Office:

- Data Protection Policy.
- Information Security Policy.

## 4. Scope

This policy applies to all IA member organisations.

## 5. Definitions

'Accounts', 'Platforms' and 'Social media accounts' means websites and applications which enable users to create and share content or to participate in social networking, including but not limited to Facebook, Twitter, Instagram, Pinterest and internet forums.

'Content and comments' means words, images, videos, audio clips, links and tags posted or uploaded to social media accounts.

'IA' means Ileostomy and Internal Pouch Association, including all member organisations, registered charity 1172338 (England and Wales) and SC048658 (Scotland).

'Member organisations' means all IA branches and affiliate organisations.

## 6. Establishing social media

The creation of social media accounts for member organisations is a matter to be agreed at member organisation committee level. The committee should agree whether to pursue a



presence, which platform/s to use, any processes to agree the content before it is posted and appoint a minimum of two named administrators for each platform.

All social media accounts must be branded as IA, using the appropriate logos and colours. National Office will supply these in a suitable format upon request. Changes and additions to the logo and branding are not permitted under any circumstances. The account, whilst branded as IA, must be in the respective member organisation name to create a clear distinction from the overarching IA National Office social media accounts. Contact details must also be personalised to the member organisation itself. Links to the overarching IA website are permitted.

Up-to-date social media account logins and passwords must be shared with the committee chair to ensure that the accounts can be accessed at all times.

## 7. The role of the Administrator

Administering a member organisation's social media accounts is a position of responsibility. Administrators are responsible for setting up the account/s where necessary, drafting and uploading content, moderating posts and comments and representing their group's interests at all times when posting or commenting in the name of the member organisation.

Administrators do not have to be IA members (although this is preferred) but they must operate within the terms set out in this policy and are accountable to the member organisation committee, which is in turn ultimately accountable to IA National Office.

## 8. Posting to social media accounts

Member organisations' social media accounts should be supportive, inclusive communities that support the wider organisation's values and aims. To this end, there are some key rules for posting content and commenting in the name of IA:

- Administrators must adhere to the platforms' rules at all times.
- Content and comments must be factual, inclusive and non-judgemental and should not include inappropriate images or language, or images or language of a sexual, religious, violent or racist nature<sup>1</sup>.
- Content and comments must be proof-read and spellchecked prior to posting.
- Content and comments must be factual, and the expression of personal opinions avoided.

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<sup>1</sup> In line with IA's aim to inform and support people living with a stoma or internal pouch, the use of appropriate language in relation to sexual relationships or practicing religious beliefs in the context of living with a stoma or internal pouch is permitted provided that the conversation remains respectful and inclusive.



- Content and comments must not include medical advice unless it has been provided by and cited to a suitably qualified named medical profession. Individuals should always be advised to refer to their GP, stoma care nurse or other suitably qualified professional.
- Content and comments must cite information sources wherever possible (for example research findings).
- Content and comments must not endorse or show bias or preference towards any products or services offered by commercial organisations.
- Content and comments must not infringe copyright. Visit [www.gov.uk/copyright](http://www.gov.uk/copyright) for further information relating to copyright.
- Content and comments must not breach an individual's privacy. See item 3 (Associated Policies) for sources of further information relating to IA's policies around data protection and information security.

## 9. Moderating social media accounts

In addition to posting content and commenting in the name of their member organisation, administrators are responsible for moderating user-generated content on their accounts. Effective moderation involves regularly reviewing account notifications and responding to comments and hiding or deleting any that are inappropriate. Conversation and debate is a positive thing and should be encouraged but occasionally it may be necessary for moderators to manage a situation and in extreme cases they may need to block offenders from future engagement with the account/s.

There are some key rules for moderating social media accounts in the name of IA:

- Inappropriate and abusive language and behaviour must not be permitted.
- Inappropriate language or hate speech (including but not limited to those based on sex, race, origin, colour, religion, or sexual orientation) must not be permitted.
- Comments and content that is not related to the aims of IA must not be permitted. This includes any advertising, promotion, links to fundraising activities that will not financially benefit IA and anything not related to the work of IA.
- Infringement of copyright must not be permitted.
- Comments and content that breaches an individual's privacy must not be permitted.

## 10. Further information

Further information and support is available to member organisations upon request. All enquiries should be directed to [info@iasupport.org](mailto:info@iasupport.org) in the first instance.