

## PSRA Social Media Policy

The social media accounts of the PSRA (currently Facebook, Twitter, Instagram, and the website itself but not exclusive to this), will be policed in the following manner:

1. Every Committee member must be signed up for psra.org.uk site email notifications. To sign up, go to <http://www.psra.org.uk> and submit your email address in the sign-up field which appears on every page of the site, under "Follow PSRA".
2. All accounts will be managed by a minimum of 2 users. This ensures that all posts and updates are monitored in as near real time as is feasibly possible and any banned posts removed ASAP.
3. Posts or updates to the account will be non-political in nature. Posts from Political parties or politicians will be allowed if the content is not seen to promote said party or politician and is in the best interests of the community.
4. All posts advertising services or selling items/services are banned, and if posted will be removed immediately by the Administrators.
5. Any posts/updates related to sex, violence, inciting hatred, or criminal activity will be removed immediately by the Administrators.
6. The accounts should be used to promote local activities and events, and to raise community awareness of issues or events that should be beneficial to the greater community.
7. *Be responsible; and honest always. When you gain insight; share it with others where appropriate.*
8. *Be credible; accurate, fair, and thorough and make sure you are doing the right thing.*
9. *Be responsive; in a similar way to how you would respond to a letter or email. Visit and check frequently the online spaces and feeds where we have a presence or could be mentioned and respond positively and promptly to the conversations.*
10. Members are responsible for content published and comments they leave on social media websites, views which could remain in the public domain for a considerable length of time.
11. When you discuss matters relating to the organisation, identify yourself with your real name and, when relevant, role in our organisation and write in the first person. You must make it clear that you are speaking for yourself and not on behalf of the organisation unless given authority to do so.
12. Be aware of your association with the organisation in online spaces. If you identify yourself as a member of staff in the organisation, ensure your profile and related content is consistent with how you wish to present yourself with colleagues, clients, and members.
13. If you publish content or leave a comment on a social media website that is about the work or policy of the organisation or is related to services we provide, ensure it is factually correct and use a disclaimer such as "These views are my own and don't necessarily represent the views of the organisation"
14. Respect the views of your audience. Do not engage in behaviour that would not be acceptable in the workplace. You should also show proper consideration for opinions and privacy and sensitivity around topics that may be considered objectionable or inflammatory, for example relating to politics, gender, race, or religion.



# PSRA

Park Street and District Residents Association

15. Do not be confrontational and be the first to correct your own mistakes, but do not alter previous posts without indicating that you have done so.
16. Try to add value. Provide worthwhile information and perspective. Our organisation is best represented by the people who care about its aims and policies. What you publish or comments you leave may reflect on us. Effective participation in use of social media tools and on social networking sites is a two-way conversational process. For a richly rewarding experience be prepared to learn from others and to share your insights when it adds value to the conversation rather than simply stating a position or delivering one way broadcasting.
17. PSRA should appear as a united front. Don't bring personal arguments with other Committee members to our public social media accounts, such as Twitter.
18. Not everyone knows how to set up their phones to Do Not Disturb, so be mindful of the time and only post or message between the hours of 9AM-9PM.
19. Respect your email recipients' privacy by using the BCC field when doing mass email. Don't share email recipients' addresses.

#### **The current account details and roles are:**

Facebook - [www.facebook.com/ParkStreetRA](http://www.facebook.com/ParkStreetRA)

Administered by Heidi Patterson and Joy Mendelsohn

Twitter - <https://twitter.com/ParkStreetRA>

Administered by Heidi Patterson and Joy Mendelsohn

Instagram <https://www.instagram.com/psraorguk/>

Administered by Heidi Patterson

Website – Hosted by 1&1.co.uk

Administered by Heidi Patterson

Website Editing – wordpress.com

Administered by Heidi Patterson and Joy Mendelsohn