Social Media Policy for Member Groups

V3.7 September 2024

Contents

This document forms part of our Management Systems and compliance is mandatory for all staff and contractors. If you find any weaknesses in the document or examples of non-compliance, please report it to the Compliance Team compliance@bcs.uk .

1.   Introduction

Member group social media accounts are an excellent way in which, if managed appropriately, can allow groups to engage directly with its membership and also allows for members within a group to engage with each other. However, the improper use of social media can also present legal and reputational risk, this policy has been designed to mitigate risk and to allow groups to maximise the potential use of social media.

2.   Setting Up a Social Media Account

2.1   Request a new account

Member Groups are encouraged to use social media to engage with their membership. When setting up a group on a social media platform please ensure that you have submitted a request to set up a new group to your member group co-ordinator.
Your coordinator will then review your request against a centrally held list of historical social media accounts ensuring that accounts are not duplicated. Your coordinator will also need to add your login details to a password register along with a list of approved users for the account.

Think carefully about the time you will be able to commit to using the account and ensure you are able to dedicate enough time to support this activity.

If an account is found to be in use that is not registered, BCS will submit a request to the appropriate social media platform for the group to be closed on the basis of unauthorised use of the BCS identity.

2.2   Branding

Groups should apply appropriate branding to the social media account. This will include an approved avatar and background image. Groups must also reference in their biography that the account is managed by a branch or specialist group and a BCS contact email for enquiries about the use of the account. When setting up a new group your coordinator will provide you with the relevant brand identity information.

2.3   Managing Your Account Details

Due to the regular change of elected committee members, groups are required to change their login details if an approved social media user leaves the committee or relinquishes their BCS membership. This is to ensure that the access to the account remains secure and that the account is not used inappropriately. The updated details should be shared with your coordinator so that they can update the password register. If a member of staff who has access to the password register leaves BCS will update the secure access to the register.

2.4   Approved Social Media Users

All users of a social media account must register as user of the account with BCS. BCS will manage this information on a central register.

2.5   User Agreements

All users of social media must comply with the terms of use of the relevant social media which usually include provisions to avoid violation of other parties intellectual property rights, restrictions on spreading worms, viruses and other malicious or harmful code, restrictions on copying, disassembling, reverse engineering codes etc...

2.6   Unwelcome Content

Members are responsible for the content they publish on social medial and should refrain from impersonating someone in a misleading or deceptive manner, posting anything which is unlawful, threatening, abusive, bullying, libellous, defamatory, inciting violence, invasive of privacy or publicity rights, obscene, harassing or otherwise objectionable

2.7   GDPR

Following the Court of Justice of the European Union 'Facebook Fan Page judgment' ruling the administrator of a social media account is deemed to be a joint data controller. As such to avoid individual risk BCS must have access to all accounts to fulfil the responsibilities of a data controller.

2.8   Closing a Social Media Account

If a Member Group decides it no longer requires a specific social media account, the group should contact their member group coordinator in order to close the account.

3.   Policy Review

This policy is reviewed on an annual basis in line with departmental quality standards and regulatory criteria. If you would like to feed back any views, please discuss with the owner of this document.