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DOCUMENT CONTROL

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Committee role: Vice Chair.

Policy review date: Initial issue.

Issue	Revision	Date	Comments
1		January 2026	Initial issue

1. Purpose

The purpose of this social media policy is to provide guidelines and expectations for the appropriate use of social media by members of Wymondham u3a. This policy aims to ensure that social media is used in a responsible, professional, and respectful manner, while protecting Wymondham u3a and its reputation and preventing/minimising any legal issues.

2. Definition

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images, and video content), and network with each other through the sharing of information, opinions, knowledge, and common interests.

Examples of social media include Facebook, X formerly known as Twitter, LinkedIn, TikTok and Instagram. Social media can be used as a tool to complement the Wymondham u3a website and newsletter, enabling the sharing of information about u3a's activities.

3. Scope

This policy applies to all members of Wymondham u3a who use social media relating to Wymondham u3a. This includes, but is not limited to, official Wymondham social media accounts, personal social media accounts used for Wymondham u3a related purposes, and social media interactions related to association events, groups, classes, activities or services.

This policy applies to:

- Official Wymondham u3a social media accounts (currently but not limited to Facebook).
- The Wymondham u3a website.
- Wymondham u3a Interest Groups.
- Group leaders, Executive Committee members, those who have been delegated authority to manage social media.
- Members posting to Wymondham u3a official accounts and Interest Groups.
- Members posting about Wymondham u3a on their personal accounts in a way that could be perceived as representing the organisation.

4. Our Social Media Objectives

We use social media to:

- Share news, events, and opportunities related to CEDu3a areas of interest.
- Promote our activities and attract new members.
- Celebrate the achievements of our members and groups.
- Encourage conversation and connection in line with the u3a's ethos of shared learning.

5. Guiding Principles

We ask all users engaging with our social media channels to ensure they are following the Wymondham u3a code of conduct and also follow these principles:

5.1. Respect and Courtesy

- Be respectful and kind in all interactions.
- Avoid inflammatory, offensive, or discriminatory language.
- Personal disagreements should not be conducted publicly.

5.2. Privacy and Consent

- Do not post personal information (e.g. addresses, phone numbers, or emails) without consent.
- Members will be asked to step out of shot if they do not wish to be in a photograph.
- Respect members' rights to privacy and anonymity.

5.3. Content Guidelines

- Keep posts relevant to the u3a and its activities.
- Inclusivity: Social media should be welcoming and inclusive of all members and potential future members – see Equality, Diversity, and Inclusion Policy Document on the Wymondham u3a website.
- Share relevant third-party content in line with u3a values; posts can relate to non u3a organised events and activities but should have a clear connection to a Wymondham u3a area of interest (defined by our Groups, Events and Monthly Talk subject matters).
- There should be no business advertising.
- Avoid political, religious, or commercial content.
- Misinformation or unverified claims should not be shared.
- Paid advertising should only be commissioned by the Committee.

5.4. Security and Moderation

Where applicable official accounts will be moderated and administered by Wymondham u3a members agreed by the Committee.

Wymondham u3a will use standard functionality on Social Media sites to achieve the Social Media objectives set out in section 4. This means posts will be visible to non-Wymondham u3a members, but content will be moderated to ensure it remains in line with this policy.

Only Wymondham u3a members are allowed to post to official u3a Social Media sites / pages. Inappropriate posts and posts by non-Wymondham u3a members may be removed at the discretion of the moderators in line with the Policy.

Breaches of this policy may result in members being barred from Wymondham u3a social media pages and groups and where necessary the Complaints and Disciplinary procedure may be used.

6. Group and Activity Pages / Chats / Messaging apps.

Group Leaders / agreed Group members may set up messaging groups (e.g., WhatsApp or Facebook) to manage communication, but individual members must give their consent to be included.

Group Leaders or an agreed Group member are responsible for:

- In consultation with Interest Group members, defining and agreeing how the Group page / chat etc should be used – for example it could be used strictly to coordinate Group meetings / activities, or it could be used for a wider range of personal updates from members. The Group rules should be recorded. For example, in WhatsApp, this detail can be added to the Overview description part of the Group Chat.
- Where there is a desire to allow social chat within the Interest Group (i.e. outside the core Interest Group topic areas), setting up a "social group chat" separate from an "official group chat" should be considered.
- All chat groups associated with an Interest Group should be published, notified and available to all the Interest Group members who can then choose if they wish to join a chat group or not.
- Moderating content and behaviour: ensuring all posts and messages are relevant to the focus of the interest group and in line with agreed use of the Group page / chat.
- Ensuring the group adheres to this policy.
- Removing inappropriate content and, if necessary, reporting issues to the Executive Committee.
- When a member leaves an interest group they should be removed from all associated messaging groups.

7. Inappropriate Use

Inappropriate use of social media includes:

- Defamatory or abusive posts
- Breach of confidentiality or privacy
- Misrepresentation of Wymondham u3a
- Sharing copyrighted material without permission – see Copyright and the u3a on the CEDu3a website.
- Political campaigning or lobbying.
- Without their prior consent, contacting someone privately using contact details found on a Social Media page or Messaging Group

If a breach occurs or a member becomes aware of a breach or possible breach, in the first instance the issue should be raised with the relevant moderator, administrator or Group Convener. This might be possible using functionality in the Social Media application itself to report content to the administrator / moderator or can be done via private message.

Moderators, administrators, and Group Leaders can make decisions on whether a breach of this Policy has occurred and take the relevant action which may include:

- The user may be asked to remove the content.
- Suspend or restrict the member's social media participation.
- Serious breaches may lead to action under Wymondham u3a's Complaints Procedure

8. Roles and Responsibilities

The Executive Committee, Social Media Moderators and Administrators, Group Leaders

- Ensure accounts are used in accordance with u3a values and this policy.
- Monitor activity and respond appropriately to reports of misuse.
- Maintain login details securely and ensure handover when roles change.

Members

- Are encouraged to engage positively and report concerns to the Executive Committee.
- Should seek advice if unsure about posting certain content.