



SUSSEX ORNITHOLOGICAL SOCIETY

Social Media policy

Introduction

This policy sets out the Society's expectations on the use of its social media and online communications and is a reminder of the standards of behaviour expected when posting on social media, as well as the consequences of falling below those standards. Our social media platforms and website exist to support the Society's charitable objectives.

- To record and study wild birds in the county of Sussex.
- To assist in the conservation of the wild birds of Great Britain.
- To engage, inspire and educate people to enjoy, appreciate and understand birds and their habitats.

In line with our EDI policy, Sussex Ornithological Society (SOS) is committed to encouraging equality, diversity and inclusion among our membership and wider audiences and this policy provides guidelines to ensure our social media and online communications reflect these values.

Scope

This policy applies to all volunteers managing or contributing to SOS social media accounts or discussing SOS activities on personal accounts. Our social media platforms include, but are not limited to, Facebook, X (formerly Twitter), Instagram, YouTube and content on our website. It also relates to members/volunteers posting SOS matters on their personal social media accounts.

It also applies to any member making use of SOS online communication facilities for members, such as user groups and forums, and to members of the public commenting on our posts.

Representing SOS

- Always present SOS in a positive light.
- Do not post content that could harm the reputation of SOS or its members.
- Use official logos and branding consistently.

Content Guidelines

Our SOS platforms should;

- Share accurate and relevant information about bird conservation, events, and news and keep our objectives in mind when posting.
- Respect copyright laws by crediting sources and obtaining permission for third-party content.
- Use respectful and inclusive language.
- Be respectful and mindful of the diverse knowledge and experience of SOS members and wider audiences.
- Avoid political, religious, or controversial topics unrelated to our charitable objectives, especially at sensitive times such as in the weeks leading up to a general election.

Interaction and Engagement

- Respond to comments and messages promptly and courteously.
- Encourage positive discussions and foster a welcoming community.
- Report any inappropriate or abusive comments to the social media coordinator.
- There is a clear 'SOS owner' of each SOS social media channels, these can be found on our website.

Privacy and Confidentiality

- Do not share personal information about volunteers or supporters without consent.
- Obtain permission before posting images or stories involving individuals.

Crisis Management

- Immediately notify the social media coordinator of any negative, potentially damaging, abusive or discriminatory comments on SOS posts, or within SOS provided online communication platforms.
- Follow the coordinator's guidance for managing and responding to crises.

Personal Social Media Use

- Volunteers discussing SOS on personal accounts should clarify that opinions expressed are their own and not those of the organisation.
- Volunteers should avoid posting content that conflicts with the values and mission of SOS.

Enforcement

Violations of this policy may result in the removal of content and, in serious cases, the volunteer being prohibited from contributing to SOS social media.

Any user posting offensive material inconsistent with our values or charitable objects may be prevented from further posting,

Contact Information

For questions or further clarification, please contact Clare Buckle at chair@sos.org.uk.

Thank you for your cooperation and for helping to ensure our social media presence is a positive reflection of the Sussex Ornithological Society.

Policy review

This policy will be reviewed every two years by SOS Council.

Signed



Date

9 September 2025

Print name

Clare Buckle - Chair of Council

The Sussex Ornithological Society is a Registered Charity No. 256936