

1. Purpose

This policy sets out guidelines for the responsible use of social media by Ferndown u3a members, ensuring that all online activity reflects our ethos of lifelong learning, mutual respect, and community spirit.

This policy applies to all members who post on behalf of Ferndown u3a or contribute to official accounts on platforms such as Facebook, Instagram, X (formerly Twitter), WhatsApp, YouTube, and any blogs or forums.

2. Use of Social Media

- Ferndown u3a Facebook account is a members' only group. It is used to:
- Promote events, interest groups, and activities
- Share achievements and community news
- Foster a welcoming and engaged online community

3. Account Management

- Only authorised administrator may manage official Ferndown u3a accounts
- Login credentials must be stored securely and shared only with designated administrators
- Any changes to account access must be approved by the Committee
- The administrator must remove internet postings by others which are deemed to constitute a breach of this policy.
- In any cases of doubt about the suitability or legality of a possible post, the administrator should confer with the Committee.

4. General Principles

It is important to remember that any authorised member who posts is an ambassador for Ferndown u3a and that social media is never completely private even with a members' only site.

- Members are personally responsible for what they communicate in social media and should remember that what is published will be available to be read by anyone for a long time.
- Members are expected to exercise good judgement and common sense in what they post
- Members must represent Ferndown u3a in a respectful, inclusive, and positive manner
- Members must avoid posting anything that could be considered offensive, discriminatory, or divisive

- Members must refrain from sharing confidential or personal information without consent
- Members must seek permission before posting photos or videos of individuals
- Members must comply with Ferndown u3a's Data Protection, Safeguarding, and Privacy policies
- Members must avoid political, religious, or commercial endorsements
- Posts need to be factual and accurate and material from external parties should be validated, if considered necessary.
- Social media posts should present Ferndown u3a and its members in a positive light.
- In selecting material for posting, priority should be given to publicising Ferndown u3a activities and events. Other material could include other not-for-profit information which would be of interest to Ferndown u3a members.
- Posts must not include disparaging or defamatory statements about Ferndown u3a or any part of the National u3a network, u3a members past or present, suppliers, vendors, other stakeholders or any other individuals.
- Posts must not infringe on the copyright or intellectual property of others. This includes trademarks, logos, names, slogans text, photographs and graphics.
- Ferndown u3a social media is not to be used for commercial or political purposes in any form.
- Ferndown u3a social media is not the appropriate place to resolve issues, complaints or suggestions by members or non-members of the u3a.

5. Safeguarding & Reporting

Any concerns about inappropriate content or online behaviour should be reported to the Chair or Safeguarding Officer

Posts that breach this policy may be removed, and further action taken if necessary

6. ADOPTION AND REVIEW

u3a	FU3A SOCIAL MEDIA POLICY	
Version	Description of changes	Date
1.0	Original document	11/11/2025