

Social media policy

Ipswich Maritime Trust

Summary

We, Ipswich Maritime Trust (together 'we' or 'the trust') understand that the internet as well as mobile communications technology are increasingly used as a valuable means of communication.

This policy relates specifically to use by our members of social media in relation to the trust. 'Social media' as referred to in this policy means media such as blogs, web forums, social networking sites, such as *Twitter, Facebook, YouTube and LinkedIn*, instant messaging and other publicly available communication and content-sharing systems and sites.

This policy does not seek to regulate members use of social media in a purely private capacity provided this has no bearing on the trust or its activities. It is intended to ensure that members understand the rules governing their use of social media in relation to their activities for the trust or when referencing the trust or which does potentially affect the trust or its activities. The ultimate aim of this policy is to maintain consistent standards in relation to the trust's use of, and its profile on, social media.

In particular, this policy requires members to ensure that:

- they consult with the Director responsible for social media ('Director of Social Media') before any *significant* new social media activity is initiated by any member on behalf of the trust to ensure that relevant compliance steps are properly implemented in relation to the new activity
- they abide by this policy and other trust policies whenever their use of social media relates to the trust or its activities, whether or not the intended use is personal or professional
- they respect confidentiality obligations they or the trust are bound by and do not infringe any intellectual property or privacy rights of the trust or any third party
- they act in a professional and responsible manner and exercise common sense, particularly bearing in mind any adverse impact their online activities might have on the trust's reputation or external relationships
- they understand that when they post messages using social media they are making public statements. As such those messages will not be private and can be forwarded to third parties without your consent. You should therefore consider the potential sensitivity of disclosing information to the world. Once sensitive or confidential information (or offensive or defamatory information) has been disclosed, it cannot be recovered and this may result in liability, both for the trust and also you personally
- They report to the Director of Social Media as soon as they become aware of any posts, messages or other publications which they believe to be of a derogatory nature or likely in some way to reflect poorly on the reputation of the trust

Scope

This policy applies to all members of the trust. The trust shall make this policy available to all members by publishing it on its website in an easily accessible place. Each member who

intends to participate in social media on behalf of or in connection with the trust shall ensure that they are familiar with this policy and comply with its terms.

Policy

You should comply with the following policy requirements.

- 1 Do not purport to represent the views of the trust when using social media unless you have been expressly authorised to do so by the Director of Social Media.
- 2 When authorised to act on behalf of the trust in using social media, you should:
 - 2.1 ensure that you act responsibly with regard to the information you provide to or disclose in any social media. For example, you should ensure that confidential information of the trust and its members is kept confidential.
 - 2.2 ensure that any content you upload to any social media site does not infringe any intellectual property rights belonging to any third party.
- 3 If you are not authorised to represent the trust when using social media, you should not directly or indirectly represent that you are doing so whether by using trust trade marks, brands or logos or otherwise. This means, for example, that you should not use the trust's name, email or other contact details when using social media and make clear that the opinions you express are yours alone.
- 4 Do not provide references or recommendations for anyone else on social media in any way which suggests any endorsement or recommendation by the trust.
- 5 In the event that you receive criticism of the trust or your comments transmitted via social media, consider carefully what should be the appropriate response before responding. It may be better not to respond to negative responses than make comments which may simply have the effect of making the situation worse. Consult the Director of Social Media before responding in those circumstances.

Implementation and review

This policy takes effect immediately upon publication/ and will be subject to a review from time to time after its implementation. The trust committee shall be responsible for implementing and enforcing the terms of this policy.

Date

1 March 2014