BATOD policy on social media

This is a comprehensive guide for the use of social media by all BATOD-affiliated groups including National BATOD, regions and nations and special interest groups.

The term 'social media' will be used in this document to describe any 'internet and mobile-based channels and tools that allow users to interact with each other and share opinions and content' (Chartered Institute of Public Relations (CIPR)).

We hope that this will prove useful for you in understanding the protocol needed to be followed when setting up or running a BATOD-affiliated social media group, page or campaign. It will also ensure that BATOD presents a consistent image in line with our main aims and that all social media groups follow the three core principles of integrity, competence and confidentiality (CIPR).

The aim of this document is to understand better when and how to appropriately use social media to promote BATOD and what information is appropriate to share on a BATOD-affiliated social media account and to provide guidelines for setting up and maintaining a BATOD-affiliated social media account.

1. **When and how to appropriately use social media to promote BATOD and what information is appropriate to share on a BATOD-affiliated social media account.**

Social media is a very effective tool in engaging and communicating with a wide range of people nowadays. Many BATOD members use social media platforms on a daily basis and therefore BATOD regions and nations and affiliated groups should connect with their members by setting up a group on social media. This could include a group on Facebook, an Instagram or Twitter account, or another appropriate platform. Committees may choose to set up accounts on multiple platforms where information can be shared to reach the widest audience or can be targeted for different audiences. For example, committees may wish to set up a closed group on Facebook which is only accessible to BATOD members to share professional information, whilst a Twitter or Instagram account could be used to share deaf education related news and to promote the role of the QToD to the wider public.

BATOD-affiliated social media group posts should have a purpose and support BATOD's aims of advancing the profession:

*   *To promote the education of all deaf children, young persons and adults.*
*   *To advance the status of Teachers of the Deaf.*
*   *To ensure and enhance the high quality of mandatory training of Teachers of the Deaf, and their continuing professional development.* (BATOD)

Social media groups should remain objective and should not be used to share the personal views of the administrator. All posts should maintain confidentiality and should be in line with GDPR regulations. Where images or videos of children and young people are used permission should be gained using the BATOD media permission form.

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Social media groups should not be used to endorse businesses, to promote paid-for opportunities or to spread misinformation. Any posts which contains these or have any conflicts of interest should be removed immediately and the BATOD Executive Officers should be notified.

Anything offensive, discriminatory or which could put BATOD into disrepute should not be posted or shared on any social media group. The BATOD National Executive Officers should be informed of any concerning posts or complaints immediately.

No jobs should be advertised on social media groups. Interested parties should instead be directed to advertise on the Jobs section of the BATOD website. A link to the advert is permitted once it is on the BATOD site.

2. Guidelines for setting up and maintaining a BATOD-affiliated social media account.

BATOD as an organisation wishes to present a consistent image across all affiliated social media groups across the regions and nations. All social media groups should be clearly identifiable as BATOD-affiliated in the group name or Twitter/Instragram handle. For regions and nations this should be the name of group they represent (eg BATOD South, BATOD Scotland etc). For Twitter/Instagram handles using an underscore (eg @BATOD_South, @BATOD_Scotland). Groups should use the appropriate BATOD logo for their area for their profile image. Where this is not possible, or for all other affiliated groups, the name should be approved by the Executive Officers and the main BATOD logo should be used.

When setting up a new social media group the committee's email account should be used for the administration of the social media group (eg BATODSouth@batod.org.uk)

The account information should be shared centrally with the committee. Should committee membership change the details should be passed to the new committee so that the social media group is able to continue to be maintained by the new committee and doesn't become dormant and unusable.

Committees may choose to delegate the responsibility for administering their social media groups to their social media officer or share this across several committee members.

Social media groups should be updated regularly: BATOD recommends at least weekly whenever possible. This could be a post written by the administrator(s), a share or retweet of a relevant post from a third party (eg the BATOD National group). BATOD encourages regions' and nations' social media groups to share relevant posts from other BATOD groups to help inform members of the national work of BATOD.

The administrator(s) responsible for maintaining a social media group should regularly check through posts and comments which are shared on the group. If any complaints are made to the administrator or they discover a post or comment which contravenes the guidelines, this should be removed immediately and the person who made the post or comment should be notified of the reason for removal. If the person continues to post or comment inappropriately, they should be given a warning and if they persist should be removed from the group. In the case of a serious breach of the guidelines the BATOD Executive Officers should be informed.

Most social media platforms have a function for direct (private) messaging (commonly known as DMing). Administrators may choose to turn off this function, particularly if they are connecting with young people, to maintain transparency.

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The National BATOD social media groups should be linked to all (relevant) posts using the Twitter handle: @BATOD_UK and the hashtag: #BATOD_UK. For particular BATOD events or campaigns (e.g. conference) the appropriate hashtag should be used.

Further info:

Creating a group Facebook page: https://www.facebook.com/business/help/2167010730015450

Setting up a Twitter account:

https://help.twitter.com/en/using-twitter/create-twitter-account

Setting up an Instagram account:
https://help.instagram.com/155940534568753?helpref=breadcrumb

Helen Devereux Murray
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