



THE INSTITUTE OF CONSERVATION

The Institute of Conservation Social Media Policy

Introduction

The Institute of conservation (Icon) recognises and encourages the use of and participation in social media as a key communication tool for remaining active, aware and fully engaged with both our prospective and current members, as well as non-specialist supporters. We want to encourage and empower our staff and members to make effective and appropriate use of social media by providing the right tools and advice to participate in and enhance our positive social media presence.

This policy is intended to provide an overview of the appropriate use of social media accounts representing Icon, and outlines how to clearly identify professional and personal accounts. Use of social media on behalf of Icon must comply with this and other relevant policies.

Scope

2.1 This policy applies to all staff, group and network administrators or any member or volunteer acting on behalf of Icon. It covers all social media activities that associate or identify an individual with Icon, whether privately or publicly.

2.2 Social media can be considered to be connected to Icon in the following circumstances:

- if the social media account is established or used as an official Icon, Icon Group or Icon Network social media channel
- if it is clear there is an affiliation between a staff or Icon member and Icon,
- if the content is specifically about Icon or its staff or members, in whole or in part,
- if it is deemed the account can be connected to Icon in any way.

2.3 It covers all types of websites and online media that allow people to interact, comment, share digital media and participate in discussions. Tools include social networking sites, such as Facebook, Twitter, Tumblr, YouTube, Wikis, Blogs, such as Blogger and Wordpress, and news sites such as Digg and Reddit (this list is not exclusive or exhaustive).

3. Use of Social Media

3.1 We know that staff and members use social media as a form of communication to connect with each other, both professionally and personally through official Icon accounts. Examples of these accounts are listed below:

Account type	Representing	Purpose	Managed by
Primary	Icon	Our Icon corporate accounts connect with a wide ranging audience, which includes- but is not limited to: <ul style="list-style-type: none"> ● Prospective and current members ● Specialist non-members ● Non-specialist non-members ● Employees and volunteers of Icon ● Future Icon employees ● Partners and local members of the community 	Staff
Secondary	Icon Groups Icon Networks	These accounts connect with: <ul style="list-style-type: none"> ● Prospective and current members ● members of special interest Groups and Networks ● Group and Network committee members 	Group and Network administrators

4. Branding

4.1 All approved Icon accounts, whether primary or secondary will:

- Indicate clearly that they are maintained by Icon staff or Icon members
- Use the official logos provided by Icon
- Carry a link to the Icon website
- Feature “Icon” and the name of the Group or Network (in full where possible)
- Comply with Icon’s visual identity and branding

- Use the Icon tone of voice

4.2 Any social media account which is to represent Icon and be managed by Icon staff, member or volunteer must seek approval prior to being opened through the Digital Content Officer.

4.3 A social media account form must be completed [form pending] which can be found here and approved before a social media account can be opened. Requests for use of brand elements should go to the Digital Content Officer via web@icon.org.uk.

5. Professional Social Media and Use

5.1 Professional social media platforms should include a short introductory statement that clearly explains the purpose, scope, author and appropriate contact details.

5.2 Icon social media must remain as inclusive and impartial as it can, and not be used to promote personal, political or religious views, or personal business activities.

5.3 Any social media accounts that are created for professional use must use Icon in the name to distinguish between personal and professional accounts make this clear in the introductory text.

5.4 Staff and members are free to use social media for professional purposes to express themselves, but whilst representing Icon all individuals using social media must make sure their communications do not:

- Breach Icon's confidentiality policy by:
 - sharing information that is owned by Icon
 - sharing information about an individual connected to Icon
 - discussing Icon's internal process and procedures
- Bring Icon into disrepute by:
 - making maliciously false, abusive, threatening, discriminatory, or defamatory comments to colleagues, competitors or other organisations or sharing or linking to inappropriate content
- Publish content or materials that damage the reputation of Icon, another group or organisation or cause harm to an individual which may result in disciplinary action and/or legal proceedings being issued against the individual, by:
 - making offensive or derogatory comments about race, age, sexual orientation, culture, gender, religion or disability
 - using social media to harass or bully individuals
- Breach copyright by:

- sharing content without the owner's permission or not acknowledging the original owner of the content

If in doubt please seek guidance from the Digital Content Officer.

6. Responsibility

6.1 Account managers of official Icon accounts are responsible for maintaining and adhering to brand guidelines, and maintain a sufficient level of content, engagement and overall monitoring.

6.2 Icon staff are collectively responsible for the Icon Primary accounts, maintaining the social media activity, account approvals and developing social media strategies, policies, and supporting the use of social media for marketing purposes.

6.3 The Digital Content Officer is responsible for making sure that social media activity is regularly monitored for suitable and topical content and reporting engagement.

6.4 The Chief Executive is responsible for the crisis management of social media events that impact upon our reputation. If a situation arises on social media that breaches our policy, it will be reported immediately to the Digital Content Officer and/or Chief Executive for action.

7. Intellectual Property

7.1 When sharing Icon related and approved materials, shared links, or content from third parties, social media best practice is to make sure that these should be credited or tagged appropriately to the author of the original work.

7.2 Terms and conditions of any social media platform must be checked before uploading material as, by doing so, ownership rights and control of the content may be released.

7.3 Use of social media must not infringe copyright, trademarks or publish the creative work of another person or organisation without acknowledgement or express permission.

8. Information

8.1 Staff and members must adhere to our [General Data Protection Regulation \(GDPR\)](#). In particular staff and members must not post personal, confidential or sensitive information on social media.

8.2 Privacy and the settings that control access to information in many social media platforms are liable to change without notice. Never assume that personal information is fully protected or secured.

9. Breach of this policy

9.1 We will manage any breach of this policy and procedure made by a staff member through the staff disciplinary procedure, as appropriate. Where concerns arise with Group and Network social media accounts the Head of Membership will raise the issue with the Group or Network chair.

9.2 If staff and members are aware of any activity that contravenes this policy, or wish to report a concern about social media usage, it should be reported to the Digital Content Officer or Chief Executive in the first instance.

10. Monitoring and Review

10.1 This policy and procedure is subject to review in the light of relevant developments and in any case no later than 12 months from implementation, due to the fast moving and ever changing nature of social media.

We reserve the right to amend from time to time the policy and procedure at our discretion.