EBU Social Media Policy

November 2018

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Next Review date: October 2020

This policy applies to Board members, members of standing committees, members of other sub-committees established by the Board and other volunteers to the organisation.

Basic advice

Regardless of which social networks volunteers are using, or whether they're using business or personal accounts, following these simple rules helps avoid the most common pitfalls:

- **Know the social network.** Volunteers should spend time becoming familiar with the social network before contributing. It's important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates.
- **If unsure, don't post it.** Volunteers should err on the side of caution when posting to social networks. If a volunteer feels an update or message might cause complaints or offence — or be otherwise unsuitable — they should not post it.
- **Be thoughtful, responsible and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Volunteers should adopt the same level of courtesy used when communicating via email or other electronic means
- **Look out for security threats.** Be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware.
- **Don't make promises without checking.** Some social networks are very public, so volunteers should not make any commitments or promises on behalf of the EBU without checking that the company agrees and can deliver on the promises. Direct any enquiries to the Chief Executive.
- **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated matters. They should not be the first port of call.

- **Don't escalate things.** It's easy to post a quick response to a contentious status update and then regret it. Volunteers should always take the time to think before responding, and hold back if they are in any doubt at all.
- **Discretion and Collective Responsibility** Once a decision of a Committee has been taken, do not criticise or question that decision in public - if you have a problem with a decision of your own Committee or another Committee, address that concern firstly to its Chair, and then if appropriate to the Chair or Vice-Chair of the EBU Board, or if the issue is with the Board itself, to the Chair of L&E.
- **Confidentiality:** Don't post any confidential information about the EBU or individuals on social media.

Breach of the policy by any member of an EBU committee or the Board and subsequent action

A serious breach of the policy this may lead to a request from the Committee Chairman for the member to resign. Disciplinary action under EBU Bye Laws is also possible (Section 3.2v of the EBU Disciplinary Rules)

If there is a refusal to resign then the matter may proceed to a disciplinary panel setup in accordance with the EBU Bye Laws.