

21/06/2015

Protocol for SWAG Regular Facebook Page

This is a proposal for the creation of a new SWAG official Facebook page. It will be a closed group exclusively for current SWAG members.

The privacy settings would ensure that anyone can find the page but only group members would be able to see posts.

The Facebook page would give prospective SWAG members a snapshot into what SWAG is about.

Any SWAG member would be able to join the group by making a request to the Social Media Coordinator (SMC) or to any other appointed page administrator.

A message would be posted on the existing M33 Walkers and Talkers Facebook page inviting SWAG members to join the SWAG Facebook group. Also circulated by email, and mentioned on the website.

A SWAG member who does not continue his or her membership would be removed from the SWAG Facebook group.

The SWAG Facebook page will be administered by the SMC elected at the AGM and assisted by any other appointed page administrator.

A Facebook logo and link would be placed on the SWAG website that would take people directly to the SWAG Facebook page.

The SWAG Facebook page would be used to enable SWAG members to share comments and photos.

Members would be expected to post messages and photos on the Facebook page with due consideration for other members (see Facebook etiquette).

Regarding instructions on how to use Facebook, members should refer to the Facebook 'help' menu.

Complaints

If a SWAG member objects to a post that involves him or her personally and causes distress, this will be investigated. He or she should contact the SMC who will consider the complaint and take any necessary action.

Inappropriate Posts

Members will be expected to follow Facebook etiquette.

If a SWAG member acts irresponsibly then action can be taken against him or her in line with the constitution. If someone posts an unacceptable message on SWAG Facebook then that post would be deleted and the person would be required to explain their behaviour.

The SMC (and administrators) would monitor all posts and delete inappropriate posts and report the matter to the committee. Any further action taken would be dependent on the severity of abuse. However, as a general guide:

If a member is found to have posted an offensive message:

The post is removed and a warning is given to the individual responsible.

If a member posts a further offensive message:

The post is removed and the individual is blocked from using the Facebook page.

Additionally, in any case where a member posts an offensive message:

Disciplinary action would be taken against the individual in line with the SWAG constitution.

Proposed SWAG Facebook – FAQs

NB. The following information is based purely on the knowledge and research of the SWAG Facebook consultation group.

• What is the difference between a regular Facebook page and a static Facebook page?

With a regular Facebook page, members would be able to post messages and photos and this allows interaction between members. On a static Facebook page only the administrator would be able to put posts on the page.

• There is already a M33 Facebook page. Why bother having a SWAG Facebook page?

A SWAG Facebook page would be for the sole use of SWAG members. It would be an official SWAG page unlike the M33 page. It is hoped that it could attract new members and may help facilitate the social side of the group. It also gives SWAG a presence in social media.

• I don't want photos of me to be put onto Facebook. If SWAG has a Facebook page what could I do to stop photos of me appearing on Facebook?

Members will not be allowed to post photos or videos of an individual on the page without their prior consent. Such posts will be removed by the administrator at the earliest opportunity. Group photos will be allowed. Should a group member not want his or her photo going onto the SWAG Facebook page, then that member will be able to contact the administrator to that effect.

- **If there is a SWAG Facebook page, would people from outside the group be able to see my details?**

- **Who can see data/photos on a closed page?**

A SWAG Facebook page would be set up as a closed group. This means that anyone can find the group and see who's in it but only group members will see messages and photos. However, group members would be able to share posts with other friends who may be non – group members.

You can choose whether a post you make is made "public", or sent to "friends." Posts you make or that others make about you may be shared outside the group. We can ask members not to do this but cannot prevent it. NB Individuals need to be aware of their privacy settings.

Please consult: <https://en-gb.facebook.com/about/basics/what-others-see-about-you/>

- **I don't want my name/address/phone nr to be mentioned online by other individuals, even in connection with publicising a group event. Can you stop this?**

All users of the proposed SWAG Facebook page are requested not to reveal other members' personal information on the page. Such posts will be removed by the administrator at the earliest opportunity.

Users are encouraged to direct people to the programme/group email for event details.

- **What could I do if I am unhappy about something that is posted on the SWAG Facebook page?**

If a member is unhappy about a SWAG Facebook post then he or she can contact the administrator who will investigate (see Appendix 1a: Protocol).

- **If a group member posts something that is found to be objectionable, would he or she be reprimanded?**

Yes, if a group member places an objectionable post onto Facebook then he or she would be disciplined in line with the protocol.

- **Who owns data/photos posted?**

Intellectual property / copyright remains with the owner, however Facebook has a licence to use your photos and data in any way it sees fit and this right does not end when you have deleted your account. They state that they currently do not pass information onto 3rd parties without your permission and do not sell data. Please consult the Facebook statement of rights and responsibilities

<https://www.facebook.com/legal/terms>

- **What information does Facebook pass on about me and to whom?**

Facebook gathers and passes on information about its users. Please consult their data usage policy

https://www.facebook.com/full_data_use_policy

- **How often are you going to monitor the page?**

We currently have 3 volunteers (Eric, Sue B and Paul L) to act as moderators who will check the site at least once a day.

- **What criteria would be used to judge what is inappropriate?**

Any posts that reveal individual's full name, address or phone number or include photos or videos of individuals without prior permission will be deemed inappropriate. Any posts involving defamation and any offensive posts will be deemed inappropriate. The decision will be at the discretion of the moderators/committee (see protocol).

- **What happens if the Facebook co-ordinator resigns or the other moderators?**

If it is not possible to properly monitor the site due to a lack of volunteers the site will be closed down.

• **Would SWAG have any legal liability for inappropriate posts?**

Our understanding is that neither SWAG, nor the page administrator, is legally liable for any post made by an individual in the group, provided such posts are removed within a reasonable timescale. The administrators of other group Facebook pages have been consulted (incl. Liverpool Ramblers, Huddersfield Ramblers, M32 group, Friends of Victoria Park) who reported no problems regarding legal issues.

NB Individuals should be aware that they would be personally liable for any comments made by them.

• **Once the SWAG Facebook page is set up, it could turn out that it causes too many problems. Would we have to keep it?**

If SWAG sets up a Facebook page, it will be subject to a 6 month trial period. The administrators would continuously monitor the Facebook page and check that it is being used correctly.

NB If the committee decides that the Facebook page is detrimental to the wellbeing of the group, the page would be suspended.

Facebook etiquette

Golden Rule

It's simple. If it's not something you want done to you, don't do it to others.

Don't post every last photo to Facebook.

Posting severe amount of pictures also creates severe amounts of status updates on your friends' News feeds.

It's no place to air your personal laundry.

Project yourself in a manner others would want to be associated with.

Don't post anything that will hurt someone's feelings.

Delete or block anyone who posts something that compromises your image.

Use common sense in your Facebook interactions.

Monitor your photos to make sure they are flattering.

Always present yourself positively but honestly on Facebook.

Use Facebook to learn more about people you are just getting to know.

If a friend deletes or untags themselves from a photo or post, do not repost it.

Do not confront anyone using a public component of Facebook.

Do not say anything disrespectful about someone on Facebook.

Do not post information on Facebook that could be used against you.

Decorum

You're in public on Facebook. Basic etiquette obviously includes behaving yourself. Take a moment to ask yourself, "Will I regret posting this in the morning?" That goes doubly for photos.

Conclusion

At the end of the day, it's entirely up to us to follow these etiquette rules. It's about finding the balance between being fun and sensitive to everyone. On one hand, we shouldn't restrict ourselves with rules and regulations that would limit our creativity and spontaneity of our social interactions. On the other hand, we ought to be aware of the public element of Facebook to protect our privacy and at the same time respect the fact that each one of us forms part of the **Facebook experience** of everyone else. Find that right balance and you'll not only better that experience yourself, but also help others enjoy it as well!