Protocol for the SWAG Facebook Pages

There are two SWAG Facebook pages: a Closed Page and an Open Page

The Closed Page is Private and accessible only to SWAG members who have signed up to use the facility.

The Open page is Public and accessible to anyone. Its posts can be seen by the general public.

Closed Page is accessible on Facebook by searching "Sale Walking & Activity Group (SWAG)

Open Page is accessible on Facebook by searching "Sale Walking & Activities Group (SWAG)

The Open Facebook Page Protocol

Caution is advised when posting to this page as it is open to everyone.

Posting group photos without the explicit permission of the persons in the photograph can lead to unhelpful quarrels and disagreements with the SWAG community. Such photographs cannot be moderated, as it would be neigh on impossible to contact all the persons in the photo as to whether they have given their permission.

If any person is unhappy that they are in such a published photograph, they should contact one of the Moderators (Eric B or Sue B) in the first instance.

The Closed Facebook Page Protocol

The Closed Facebook Page is exclusively for current SWAG members. The privacy settings ensure that anyone can find the page but only group members are able to see posts. The Facebook page gives prospective SWAG members a snapshot into what SWAG is about. Any SWAG member is able to join the group by making a request to the Social Media Coordinator (SMC) or to any other appointed page administrator.

A SWAG member who does not continue his or her membership would be removed from the SWAG Facebook group. The SWAG Facebook page is administered by the SMC elected at the AGM and assisted by any other appointed page administrator. A Facebook logo and link has been placed on the SWAG website that takes people directly to the SWAG Facebook page. The SWAG Facebook page is used to enable SWAG members to share comments and photos. Members are 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.

This Closed Facebook page is continually moderated for the wellbeing of the SWAG community.

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 are 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 will be deleted and the person will 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 will be removed and a warning 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 will be taken against the individual in line with the SWAG constitution.

Informative Questions

•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 put posts on the page.

• Is there a difference between a Regular Facebook Page and the SWAG Facebook Page?

The SWAG Facebook Page is private to only those members of SWAG that sign up to it. It is a closed group. No one outside of the SWAG Facebook group can see its contents.

•What if I don't want photos of myself to be put onto Facebook page.

Members are 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.

NB Individuals need to be aware of their own privacy settings.

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

• What if I don't want my name/address/phone number to be mentioned online by other individuals, even in connection with publicising a group event. Can this be stopped?

All users of the 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 Website or 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 is the Facebook page monitored?

We currently have 2 volunteers (Eric B and Sue B) who act as moderators. They will check the site at least once a day for inappropriate content.

•What criteria is 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.

•Does SWAG have any legal liability for inappropriate posts?

It is 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.

Facebook etiquette

The Golden Rule is quite 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 un-tags 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.

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!