Across all our communications, including social media, HPHA strives to maintain basic communication rules that derive from our core values and expect the same commitment from all HPHA employees, volunteers and stakeholders. It is vital that we always remember who we are and what our role is in the social media community (to raise awareness and support).
Though HPHA encourages the use of social media, we do however acknowledge that certain risks are associated with these communication channels, therefore employees and volunteers **must** adhere to these policies and guidelines.

HPHA's core values within social media

- **Passion**- Believe in HPHA and what we stand for. Demonstrate this in your communications and always remain positive, even under criticism.
- **Integrity-** Approach online communications in the same way we approach our in-house communications. Always exercise sound judgement and common sense.
- **Teamwork –** When you talk about HPHA, you talk about everything it represents, from volunteers to members. Always consider if your comments will have any implications on the rest of the organisation.
- **Fun –** It is important to engage with our supporters and followers, showing them HPHA's personality and values. Use this policy to help maintain a balance of fun and professionalism.

Guidelines

When you use social media you are representing the Association and its aims. There is a big difference in speaking "on behalf of HPHA" (as an official spokesperson) or speaking "about" HPHA. It is important that you always remember who you are or who you are representing and what your role is in the social media community before you publish any information. You must always be prepared to take responsibility for what you share online.

Posting about HPHA

These guidelines apply to your personal online activities where you may refer to HPHA.

Be conscious of the difference between your personal and business life
Within social media there is no direct separation between your commitment to HPHA as an employee/volunteer and your personal profile. HPHA respects the

right to free speech but keep in mind those potential supporters and stakeholders who may have access to the online communications you share. Always keep in mind that the content you post will have the potential to be seen and shared by many.

Do not post anything that can be interpreted as a slur, defamatory, offensive or harassing
You are responsible for your own actions, but how you conduct yourself in the social media community not only reflects on you but also reflects upon HPHA. Be responsible and respectful at all times.

What you post is permanent
Even with the most robust privacy settings in place, social media is never private. Once posted online it essentially becomes permanent information that may stay searchable and retrievable to a broad audience, both internally and externally. This does not mean that you should refrain from any online activity, but always keep this in mind before posting.

Be aware of what you share
Only post information about HPHA that is publicly available. Do not talk or comment on topics such as revenue, future plans, strategies, legal matters, etc. Disclosing this sort of information could lead to serious repercussions for you and HPHA. Always check if you are unsure about what information is publicly available. Avoid the use of emojis as they can accidentally undercut an otherwise impartial post.

Negative comments
All HPHA employees and volunteers who actively use social media have a duty to be aware of HPHA's reputation in the online community. If you come across negative or disparaging comments about HPHA, do not respond but forward these comments onto the official social media spokesperson or a Board member.

Posting on behalf of HPHA

Keeping in mind the guidelines above, the below outline what must be considered when representing HPHA as an official online spokesperson

Do not commit HPHA to any action unless you have authority to do so
Whether it is an event or sponsorship opportunity you must always seek the appropriate permissions before committing HPHA to an action.

Data Protection
HPHA must only upload photographs, music, text and films that have the legal consent. An image of a child may be personal data for the purpose of the Data Protection Act 1998, and it is a legal requirement that consent is obtained from the parent of a child or young person under the age of 18 years for any photographs or video recordings taken in a non public place. Photography of everyone in a public place is lawful irrespective of the age of the subject. It is however HPHA policy that permission of parents/guardians should normally be obtained if the photograph will contain a child as the main subject. Our policy is that permission need not be obtained if the photograph is of a general scene containing mainly other people.

Supporters, members, partners, sponsors, stakeholders and suppliers should not be cited or referenced by name or other identifying detail without their approval.

Copyright
Always ensure credit is given to the original authors of any content published online (text, images, video etc.) and that HPHA has the right to use the work, preferably with written approval. Ensure that HPHA has permission to use a photograph before you include it within a posting. If you obtain verbal permission to use the work to further HPHA's objectives then record this permission by sending an email on the subject to information@hythepierha.org.uk.

Copyright is owned by the creator of the work. There is no need to register or declare copyright. It is the responsibility of HPHA to obtain permission to use the work from the copyright owner. The copyright owner does not have to mark the work in anyway or in any way identify it as belonging to them.

Be prepared
As HPHA's official online spokesperson you must ensure that you do not say anything contradictory or in conflict with our website/marketing literature. Always ensure that your posts and comments bring value, are completely accurate and not misleading, and if there is any doubt, **do not** post it. Never upload forward or post links to chain mails, junk mails, cartoons, jokes or gossip and if you make a mistake in a comment, ensure you are prompt in acknowledging and correcting it.