

## Oshwal Association of the U.K. ('OAUK')

### Controlled Document

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### Document Description

This policy sets out guidelines on how social media should be used to support the delivery and promotion of Oshwal Association of the UK ("OAUK"), and the use of OAUK Social Media by the OAUK Team. It sets out what you need to be aware of when interacting in these spaces and is designed to help the team support and expand our official social media channels, while protecting OAUK and its reputation and preventing any legal issues. The difference between a personal and professional opinion can be blurred on social media, particularly if you are discussing issues relating to OAUK work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe.

### Implementation and Quality Assurance

Implementation is immediate and this Policy shall stay in force until any alterations are formally agreed.

The Policy will be reviewed every 24 months by the Executive Committee, or sooner if legislation, best practice or other circumstances indicate this is necessary.

All aspects of this Policy shall be open to review at any time. If you have any comments or suggestions on the content of this policy, please contact [secretary@oshwal.org](mailto:secretary@oshwal.org)



# Social Media Code of Conduct Policy

## 1. Introduction

Oshwal Association of the U. K. ("OAUk") Social Media Rules & Regulations. ©OSHWAL ASSOCIATION of the UK is a registered Charity in accordance with the Charities Act, 1960. Charity Reg. No. 267037.

### What is Social Media?

Social media encompasses web-based tools and applications which enable users to network with each other, share information & opinions and to also create and share content (words, images and video content). Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

OAUk has the following Social Media Pages (collectively referred to in this policy as OAUk Social Media):

- Oshwal Association of the United Kingdom Facebook Private Group - <https://www.facebook.com/groups/oauk123/>
- Oshwal Association of the U.K. Facebook Public Page - <https://www.facebook.com/oshwaluk>
- Official OAUk WhatsApp Groups (Internal or External) – e.g. Areas, Pathshala, etc.
- OAUk Instagram Page - @oshwal\_uk
- Oshwal Twitter Page - @Oshwal\_UK
- LinkedIn.

## 2. Policy scope

This policy describes the social media policy for the OAUk team, which includes trustees, committee members, volunteers, employees and any other individuals representing OAUk in any capacity.

## 3. Use of Social Media for OAUk.

Social media can bring significant benefits to OAUk, particularly for building relationships with our members. It is important that Trustees, Committee Members, Sub team members, volunteers & employees of OAUk use social media in a way that promotes OAUk without compromising its integrity and reputation. This Social Media Code of Conduct Policy applies to both OAUk Social Media and where any post or article relates to OAUk, the use of personal social media accounts.

## 4. Point of Contact for Social Media

The Social Media Trustee and the Hon. Secretary of OAUk are responsible for the day-to-day publishing, monitoring and management of OAUk Social Media.

## 5. Prohibited Use

5.1 You must avoid making any social media communications that could damage our charity



interests or reputation, whether directly or indirectly.

5.2 You must not use social media to defame or disparage us, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.

5.3 You must not express opinions on our behalf via social media, unless expressly authorised to do so by the Social Media Trustees or the Hon. Secretary of OAUk. You may be required to undergo training in order to obtain such authorisation.

5.4 You must not post comments about sensitive business-related topics, such as our performance, or do anything to jeopardise OAUk's reputation, confidential information and intellectual property.

5.5 You should never post photographs or images of staff colleagues, volunteers, clients or third parties without their permission.

## **6. Responsible and Appropriate Conduct on Social Media**

6.1 Only those authorised to do so by the Appointed Social Media Trustees will have access to these accounts.

6.2 Be an ambassador for our charity. The OAUk team should ensure they reflect OAUk's values in what they post and use a humble and respectful tone of voice reflecting our Jain Principles.

6.3 Make sure that all social media content has a purpose and a benefit, and accurately reflects OAUk's agreed position.

6.4 Bring value to our audience(s). Answer their questions, support and engage humbly and respectfully with them. However, never provide medical advice.

6.5 Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also, check the quality of images.

6.6 Always pause and think before posting. If in doubt consult with the Social Media Trustee(s)/Hon Secretary.

6.7 Content should not be posted about supporters or service users without their express permission. If the OAUk team are sharing information about supporters, service users or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from OAUk. If using interviews, videos or photos that clearly identify an individual, permission must be granted.

6.8 Refrain from offering personal opinions via OAUk's social media accounts, either directly by commenting or indirectly.

6.9 All relevant rights for usage must be obtained before publishing material.

6.10 The team should not set up other Facebook groups or pages, Twitter accounts, WhatsApp



group or any other social media channels on behalf of OAUK or related to OAUK. This could confuse messaging and brand awareness. By having official social media accounts in place, OAUK can ensure consistency of our mission, vision, values and focus on building a strong social media platform for our members.

6.11 The team must respect the privacy of the members of OAUK. Personal data shared on WhatsApp or other social media channels must not be mis-used under any circumstances, including & not restricted to sending unsolicited messages and/or links directly to members' phone numbers.

6.12 OAUK is not a political organisation and will not engage in party politics or have any affiliation with or links to political parties.

6.13 If a complaint is made on OAUK's social media channels, the team member should seek advice from the Social Media Trustees and Hon. Secretary before responding.

6.14 Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to OAUK's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting quickly can be detrimental to OAUK.

6.15 If any individual becomes aware of any comments online that they think have the potential to escalate into a crisis, whether on OAUK's social media channels or elsewhere, they should speak to either the Social Media Trustees or the Hon. Secretary.

## **7. Responsible Use of Personal Social Media**

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts of interest might arise. All individuals are expected to behave appropriately and responsibly, and in ways that are consistent with OAUK's values and policies, both online and in real life.

7.1 Be aware that any information you make public could affect how people perceive OAUK. You must make it clear when you are speaking for yourself and not on behalf of OAUK.

7.2 If you are using your personal social media accounts or other social media pages and groups to talk about OAUK, you must follow this policy and only use a tone that reflects OAUK's voice.

7.3 Be aware that you represent OAUK in any interactions you have on groups and/or pages on Social Media which are associated with the Oshwal Community at large.

7.4 Use common sense and good judgement. Be aware of your association with OAUK and ensure your profile and related content is consistent with how you wish to present yourself to OAUK Members and the wider Oshwal Community.

7.5 If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support OAUK, please speak to the President and/Hon. Secretary of OAUK to share the details.



7.6 If an OAUk team member is contacted by the press about social media posts that relate to OAUk, they should talk to the Social Media Trustee and Hon. Secretary immediately and under no circumstances respond directly.

7.7 OAUk is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing OAUk, the OAUk Team is expected to hold OAUk's position of neutrality. Team members who are politically active in their spare time need to be clear in separating their personal political identity and understand and avoid potential conflicts of interest.

7.8 Never use OAUk logos or trademarks unless approved to do so.

7.9 Always protect yourself and OAUk. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully.

7.10 Think about your reputation as well as the reputation of OAUk's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are acceptable, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

7.11 We encourage everyone to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support OAUk and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the Social Media Trustee or Hon. Secretary who will respond as appropriate.

## 8. Definitions and Responsibilities

8.1 Libel: Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether the team are posting content on social media as part of their job or in a personal capacity, they should not bring OAUk into disrepute by making defamatory comments about individuals or other organisations or groups.

8.2 Copyright law: It is critical that we all abide by the laws governing copyright. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

8.3 Confidentiality: Any communications made in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that OAUk is not ready to disclose yet. For example, a news story that is embargoed for a particular date. Please refer to our website for our privacy policy [Privacy Policy | Oshwal Association of the U.K.](#)



## 8.4 Discrimination and Harassment

We should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official social media channel or a personal account. For example, making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief; using social media to bully another individual; posting images that are discriminatory or offensive or links to such content.

## 8.5 Protection and Intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. However, if a team member considers that a person/people is/are at risk of harm, they should report this to the OAUk Chair and/or Social Media Trustee(s) immediately.

## 8.6 Policy Enforcement

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of OAUk is not a right but an opportunity, so it must be treated seriously and with respect. Any who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Social Media Trustee(s) or Hon. Secretary. When in doubt, ask. Any breach of this policy may be dealt with by the current disciplinary process.

### Potential sanctions

Knowingly breaching this social media policy is a serious matter. Users who do so, will be subject to disciplinary action. Individuals involved may also be held personally liable for violating this policy. Where appropriate, the Association will involve the police or other law enforcement agencies in relation to breaches of this policy.

## Revision History

Revision date	Summary of Changes	Other Comments
15.06.22	Reviewed by Hon. Secretary	Approved Next review due June 2024.
07.05.24	None	Approved Next review due May 2026.



## Oshwal Association of the U.K. ('OAUK')

### Controlled Document

<b>Document Name:</b>	<b>Social Media Policy</b>
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Document Version Number	2
Agreed by Minesh Shah (Trustee)	01 <sup>th</sup> May 2024
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Owner (Responsibility)	Avni Shah, Hon. Secretary
Pass amendments to:	Minesh Shah, Trustee
Revision History	See appendix
Document Location	OneDrive/Policies/Pol2

### Document Description

This policy describes the Terms & Conditions governing use of Social Media Accounts by all members, users, followers & subscribers of OAUK Social Media Accounts.

### Implementation and Quality Assurance

Implementation is immediate and this Policy shall stay in force until any alterations are formally agreed.

The Policy will be reviewed every 24 months by the Board of Trustees, sooner if legislation, best practice or other circumstances indicate this is necessary.

All aspects of this Policy shall be open to review at any time. If you have any comments or suggestions on the content of this policy, please contact [secretary@oshwal.org](mailto:secretary@oshwal.org)



# Social Media Code of Conduct

## 1. Introduction

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OAUK’s social media sites are places where we encourage interaction and discussion between our members for the betterment of our community & its subscribers at large. Members of Oshwal Association of the U.K. (the Association) must abide by the Terms & Conditions set out in this policy. This policy describes the Terms & Conditions governing use of OAUK Social Media Platforms by its members.

## 2. Policy Scope

This policy applies to all members, followers and subscribers of Oshwal Association of the U.K. Social Media Accounts.

## 3. Terms and Conditions

3.1. Subscribers must not:

- Create or transmit material that might be defamatory or incur liability for OAUK.
- Post message, status updates or links to material or content that is inappropriate.
- This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.
- Use social media for any illegal or criminal activities.
- Broadcast unsolicited views on social, political, religious or other charities & non-charity related matters.
- Promotion of businesses, events by other organisations/individuals, fund raising, or services directly by members is strictly prohibited. Links only to the official OAUK social media pages and website will be allowed. Links to other social media pages, websites & blogs are not allowed unless permission is granted by OAUK Social Media Trustees/Hon Secretary.

3.2. Subscribers are strictly prohibited to post, upload, forward or link to spam, junk email or chain emails and messages.

3.3. Members must treat everyone with respect and courtesy. Foul & rude language will not be tolerated & will lead to direct eviction from our page and reported to the relevant Social Media authorities.

3.4. Bullying & derogatory comments of any kind will not be tolerated.

3.5. The views and opinions expressed on our social media sites by the public do not necessarily represent those of the OAUK Executive Committee. Therefore, OAUK cannot be held responsible for the accuracy or reliability of information posted by external parties.

3.6. For your safety, never include your phone number, email, address or other personal information in a post. Your comments are visible to all. OAUK will not be held liable for any personal information shared by subscribers.





- 3.7. OAUK reserves the right to not approve content for posting.
- 3.8. OAUK also reserves the right to remove such content having been posted from all our social media sites.
- 3.9. OAUK also reserves the right to terminate subscription by users who post such content. OAUK also reserves the right to remove, in whole or in part, posts which the moderators appointed by OAUK exercising their sole discretion feel are inappropriate.
- 3.10. OAUK respects and operates within copyright laws. Users may not use social media to: Publish or share any copyrighted software, media or materials owned by third parties, unless permitted by that third party.

## 4. Privacy Policy

- 4.1. Please refer to our website for our privacy policy (<https://www.oshwal.org.uk/privacy/>)
- 4.2. Additionally, Users must not
  - Share or link to any content or information owned by the Association that could be considered confidential or sensitive.
  - Share or link to any content or information owned by another charity or person that could be considered confidential or sensitive.
  - Share or link to data in any way that could breach the Association’s data protection policy.
- 4.3. Users must respect the privacy of the members of OAUK. Personal data shared on WhatsApp or other social media channels must not be mis-used under any circumstances, including & not restricted to sending unsolicited messages and/or links directly to members’ phone numbers.

## 5. Avoid Scams

- 5.1. All members, followers & subscribers should watch for phishing attempts, where scammers may attempt to use deception to obtain information relating to either the Association or its members.
- 5.2. Members, followers & subscribers should never reveal sensitive details. Identities must always be verified before any information is shared or discussed.
- 5.3. Members, followers & subscribers should avoid clicking links that look suspicious. In particular, users should look out for URLs contained in generic or vague-sounding direct messages.

## 6. Policy Enforcement

Knowingly breaching this social media policy is a serious matter. Users who do so, will be subject to disciplinary action, including termination of subscription to OAUK Social Media. Members, Followers, Subscribers and other users may also be held personally liable for violating this policy. Where appropriate, the Association will involve the police or other law enforcement agencies in relation to breaches of this policy.

## 7. Revision History

Revision date	Summary of Changes	Other Comments
15.06.22	Reviewed by Hon. Secretary	Approved Next review June 2024.
07.05.24	None	Approved Next review May 2026.

