



# Lion Members use of social media /networking sites

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Lions International uses social media to communicate and promote our activities and recognises that those who are involved in volunteering may also use social media either as part of their volunteering role to publicise events or in their own private lives.

Social media can be a very powerful tool and as a worldwide organisation, Lions International wants to embrace its use. We use social media to make the public aware of Lions Clubs and of our service both Nationally and Internationally. We want to use social media sites in a positive way to communicate future events and report on previous activities in a non political, non partisan and non discriminatory way.

It is recognised that in today's world members will have their own personal social media presence and members should make every attempt to separate their own personal social media sites from their Lions Club, District or Multiple District online presence.

A written Social Media policy is therefore required for all members of staff and volunteers on the acceptable use of social networking.

LCI encourages the responsible use of social media. The purpose of this policy is to set out what Lions International expects from our members when using social media. It is important to remember that we are all ambassadors for our organisation and that social media is never private.

This policy is solely for volunteers and aims to:

- Give clear guidelines on what volunteers can say about our organisation;
  - Comply with relevant legislation and protect volunteers;
  - Help Club/District Officers manage communications properly;
  - Help volunteers draw a line between their private lives and their volunteering;
  - Protect Lions International against liability for the actions of volunteers;
  - Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use of social media will be addressed.
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## 1. Policy statement

- 1.1 Lions International recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to events and to the work we do. This policy aims to protect individuals volunteering with us in any role and to encourage you to take responsibility for what you write, to exercise good judgment and proceed with common sense.
- 1.2 Inappropriate use of social media can pose risks to our organisation and its reputation, and can jeopardise our compliance with legal obligations. To minimise these risks, and to ensure that our IT resources and communications systems are used only for appropriate purposes, we expect volunteers to adhere to this policy.

## 2. Who is covered by the Policy?

This policy covers Lions Club members.

There is a separate policy for paid staff, consultants, contractors etc.

## 3. Scope and purpose of the Policy

- 3.1 This policy deals with the use of all forms of social media, including Facebook/ Meta, YouTube, Tik-Tok, Twitter and all other social networking sites, and all other internet postings, including WhatsApp groups and blogs.



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- 3.2 It applies to the use of social media both for volunteering and personal purposes, whether while volunteering or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to members.
  - 3.3 If a member is found to be in breach of this policy they will be required to remove internet postings which are deemed to constitute a breach of this policy.
  - 3.4 This policy links to all other policies therefore social media should never be used in a way that breaches any of our other policies such as Equal Opportunities, Bullying and Harassment, Data Protection etc.

#### **4. Personnel responsible for implementing the Policy**

- 4.1 We are all responsible for operating within the boundaries of this policy, Club and District officers should ensure that all members understand the standards of behaviour expected of them and to act to rectify matters when behaviour falls below this.
- 4.2 All Lions are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to Club Secretaries or Presidents or at a District level to Zone and Region Chairs or District Governor teams.
- 4.3 Any content which raises a safeguarding or bullying concern must be reported to an appropriate member in line with the reporting procedures outlined in our own Safeguarding Policy.

#### **5. Guidelines for responsible use of social media**

The following sections of the policy provide members with common-sense guidelines and recommendations for using social media responsibly and safely.

- 5.1 We want all our members to protect our reputation. Members must not post disparaging or defamatory statements about:
  - a. Our Organisation;
  - b. Our staff, or other members past or present;
  - c. suppliers and vendors;
  - d. other affiliates and stakeholders.

Members should also avoid social communications that might be misconstrued in a way that could damage our reputation, even indirectly.

- 5.2 Members are personally responsible for what they communicate in social media (as part of their role or on personal sites). Remember that what you publish might be available to be read by the public – worldwide as well as colleagues, other volunteers, and social acquaintances for a long time. Keep this in mind before you post content.
- 5.3 A publicity consent form must be obtained prior to posting images or text which may be used on social media. That includes use of photographs. Lion members expect our copyright to be respected, and we must fully comply with the copyright of other individuals and organisations.
- 5.4 Lions International does not permit tagging of vulnerable adults or anyone under the age of 18.
- 5.5 There is no obligation for members to link their personal social media to any Lions Clubs social media sites.
- 5.6 Lions setting up social media accounts for Club publicity purposes should do so with prior consultation with other members and with notification to their District PR and Marketing Officer.



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- 5.7 If you identify yourself as a Lion and you disclose your affiliation to another group or particular point of view you must also state that your views do not represent those of the organisation you are volunteering with. For example, you could state, “the views in this posting do not represent the views of Lions International”. You should also ensure that your profile and any content you post are consistent with the image you present to those you volunteer with as part of your role as a member of Lions International.
  - 5.8 You can only use a generic Lions email address if your volunteering role involves using social media on behalf of the organisation.
  - 5.9 You are responsible for the security settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.
  - 5.10 Remember that you must always respect confidentiality and protect confidential information. You should be mindful of Data Protection issues, if in doubt speak to our GDPR Officer or member of staff. Confidential information includes things such as unpublished details about our work, details of current projects, future projects, financial information or information held on our supporters, staff or volunteers.
  - 5.11 Avoid posting comments about sensitive Lions International related topics, such as our performance. Even if you make it clear that your views do not represent those of our charity, your comments could still damage our reputation.
  - 5.12 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your District Communications Officer.
  - 5.13 If you see content in social media that disparages or reflects poorly on our organisation, or its members, you should report it to your Club /District/MD Officer.  
All volunteers are responsible for protecting our reputation.
  - 5.14 The contact details of business contacts made during the course of your volunteering as a Lion are regarded as our confidential information, and as such you will be required to delete all such details from your personal social networking accounts, should you finish volunteering with Lions International.
  - 5.15 Contact details of Lions Club members are subject to data protection.

Kindest regards

**Lion Brigitte Green MJF**

Lions Clubs National HQ Office Manager

Lions HQ, 257 Alcester Road South

Kings Heath, Birmingham B14 6DT

Tel: **0121 441 4544**

Email: **brigitte@lionsclubs.co.uk**

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