

## Primate Society of Great Britain Social Media Policy 2021

### **Introduction and scope of this policy**

The aim of this policy is to standardise efforts and ensure appropriate content management on PSGB social media platforms.

Social media is a crucial outlet enabling PSGB's online presence to stimulate growth (follows, likes, engagements), whilst protecting both the Society's interests and the interests of international scientific research, conservation and welfare of primates and other wildlife.

Social media usage is permitted for Council members and it will be used most frequently by the PSGB President, Secretary and Media Officer. Social media usage is encouraged where such use supports the goals and objectives of the Society.

Social media users must:

- Follow high standards of conduct and behaviour online as expected in any organisation
- Comply with all relevant current wildlife and media legislation
- Promote appropriate and ethical projects, scientific research, job opportunities, educational content, event information, etc.
- Observe terms of service of any third-party website, platform, media (e.g., photography credits)
- Not cause a Society or security risk through misuse of the internet and/or social media
- Obtain authorisation from the PSGB President where applicable.

This policy is not contractual but outlines the standards for internet and social media use by Council members of the Primate Society of Great Britain.

This policy applies to all PSGB Council members, students, volunteers and other delegates who may be permitted to use the social media platforms.

### **Authorisation requirements**

Some PSGB social media content may require authorisation which should be discussed with the PSGB President, Secretary and Media Officer prior to release. Certain content may be brought to Council for wider authorisation. This may include:

- Future events and concepts
- Confidential information concerning primate research, conservation and welfare
- Publications currently in review
- Opinions about PSGB and third parties without seeking permission
- Speaking on behalf of PSGB
- Controversial, sensitive or political matters, including, but not limited to, any sensitive animal issues

## **Unacceptable behaviour**

The following is deemed unacceptable use or behaviour for PSGB social media platforms. Any of the following activities may result in a warning, removal from council dismissal and termination of membership for gross misconduct:

- Visiting, using, sharing or creating content that contains obscene, hateful, pornographic or otherwise illegal material
- Using social media to perpetrate any form of fraud or piracy
- Using social media to create inflammatory, offensive or harassing material to other users
- Downloading commercial software or any copyrighted materials belonging to third parties through PSGB accounts, unless the download is covered or permitted under a commercial agreement or other such licence
- Hacking
- Publishing false material about PSGB and its members on social networking sites, mailing lists and any websites
- Revealing confidential information about PSGB online, including, but not limited to, financial information and information relating to our members, Society plans, policies, research or internal discussions
- Undertaking activities that waste resources

## **Official PSGB website and social media accounts**

PSGB uses the internet and social media through official channels to promote the Society, its grant funding, publications, networking, events, and much more.

PSGB social media users may not create or modify any official website or social media account without proper authorisation, particularly when it could be interpreted to be an official source or representative of the Primate Society of Great Britain.

The current platforms are:

Twitter: @PrimateSocietyGB

Facebook: @PrimateSocietyofGreatBritain

Instagram: @primatesocietygb

YouTube: PSGB - Primate Society of Great Britain

## **Monitoring**

PSGB accepts that the use of the internet is a valuable tool for non-profit charitable organisations. However, misuse of this facility can have a negative impact on membership and the reputation of the Society.

In addition, the majority of the Society's internet-related resources are provided for educational purposes. PSGB maintains the right to monitor the volume of internet and

network traffic, together with the internet sites visited. The specific content of any transactions will not be monitored unless there is a suspicion of improper use.

### **Sanctions**

Where a Council member has failed to comply with this policy, they will be subject to an appropriate disciplinary procedure outlined by the PSGB. If a Council member or their delegate has breached the policy, they will face disciplinary action ranging from a warning to termination of membership.