

The Jags Foundation – Social Media Policy

Adopted by the TJF Board on Tuesday 2nd November 2022

1. What is this policy?

- 1.1 The Social Media Policy ('the policy') exists to protect the interests of The Jags Foundation ('TJF') and the TJF Board of Directors ('the TJF Board').
- 1.2 The policy achieves this by minimising the legal, professional and reputational risks associated with the use of social media by TJF directors and other relevant persons.

2. What does it cover?

- 2.1 The policy governs any use, by TJF directors or other relevant persons, of social media. This is taken to include the use of any social networking sites, internet forums and blogs (or anything communication platforms of a similar nature).
- 2.2 The policy applies to any use of social media (for any purpose, including for personal use) if and to the extent that use could affect TJF, or the TJF Board, or other TJF directors, in any way.

3. Who does the policy apply to?

- 3.1 The policy applies to all TJF directors. This is taken to include any individual appointed after the date of adoption of this policy.
- 3.2 By accepting appointment as a TJF director, an individual agrees to be bound by this policy.
- 3.2 The TJF Board may decide, as and where the need arises, to apply the policy to any other 'relevant persons', as it shall deem appropriate.
- 3.3 If the TJF Board has designated any individuals as 'relevant persons', this policy shall be updated to reflect this, clearly identifying those other persons.

4. Who is responsible for the policy?

- 4.1 The TJF Board has overall responsibility for the effective operation of the policy.
- 4.2 The TJF Board may review and amend this policy, from time to time, as required or where considered appropriate.
- 4.3 The TJF Board shall reapprove the policy, with or without any changes, at the TJF Board meeting immediately prior to any set of elections for TJF directors.

- 4.3 The TJF Board shall delegate responsibility for the oversight and implementation of the policy, to two named TJF directors ('the policy co-ordinators').
- 4.4 Any questions about the day-to-day application of the policy should be directed to the policy co-ordinators.
- 4.5 On the initial adoption of the policy, the policy co-ordinators shall be Andrew Holloway (Treasurer) and Graeme Cowie (Secretary).

5. [What conduct is prohibited under this policy?](#)

- 5.1 You must not use social media in such a way as to:
 - 5.1.1 defame the TJF Board, any TJF director(s) or any third-party;
 - 5.1.2 harass, bully, or unlawfully discriminate against the TJF Board, any TJF director(s) or any third-party;
 - 5.1.3 make false or misleading statements; or
 - 5.1.4 impersonate any colleague or third party.
- 5.2 Additionally, you must not use social media in such a way as to breach, or run a material risk of breaching, any:
 - 5.2.1 undertaking of confidentiality made by you or any other TJF director;
 - 5.2.2 legal obligation owed by TJF in relation to data protection (including but not limited to the collection, processing and retention of members' personal data);
 - 5.2.3 obligations owed (whether by you or another TJF director) in relation to the rules of relevant regulatory bodies;
 - 5.2.4 other law or regulatory requirement as may apply to you, TJF, or any other TJF director, from time to time.
- 5.3 In addition to the above, you must not post comments about sensitive TJF-related topics, or do anything which could jeopardise our confidential information and members data.
- 5.4 If you are concerned or unsure about whether content you plan to share may cause issues in relation to any of the above, please directly consult the policy co-ordinators.

6. Engaging with Press/PR on behalf of TJF

- 6.1 If you are required to speak on behalf of TJF in a social media environment (press, podcast, interview etc) you must seek prior approval for that communication from the policy co-ordinators.
- 6.2 Likewise, if you are contacted for comments about TJF for publication anywhere, including in any social media outlet, speak to the policy co-ordinators before agreeing to respond. We are keen for all Board Members to speak freely, but want to ensure consistency of message and key themes that are articulated.

7. Guidelines for responsible use of social media

- 7.1 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which are published on the internet for anyone to see.
- 7.2 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with the policy co-ordinators.
- 7.3 If you see social media content, whether from TJF directors or any third-party, that disparages or reflects poorly on us, please contact the policy co-ordinators.

8. Enforcement

- 8.1 Any breach, or alleged breach, of this policy should, at first instance, be brought to the attention of the policy co-ordinators.
- 8.2 If it is suspected that you have committed a breach of the policy, you are required to co-operate with any investigation carried-out by the policy co-ordinators or the TJF Board.
- 8.3 The policy co-ordinators, or if appropriate, the TJF Board, may request that you remove any social media content if they consider it breaches any part of this policy.
- 8.4 Failure to comply with any investigation falling under paragraph 8.2, or any request made under paragraph 8.3, may be treated as bringing TJF into disrepute, for the purposes of The Jags Foundation Membership Rules, adopted on 2nd November 2022.