

## **Mothers Union – Diocese of Southwark**

**Social Media Guidelines**

**Introduction**

Southwark Mothers’ Union recognises and welcomes the benefits of social media platforms in sharing news and information. Members are encouraged to use social media for communication and raising awareness where this is possible and appropriate. The trustees have discussed good practice and agreed the guidelines in this paper about how social media is used, posting guidelines, the moderation policy for online user-generated content and the evaluation process.

**How we use social media and online communities**

Southwark Mothers’ Union uses social media channels, networks and online communities as an important and significant means of communicating with its members, supporters and the wider public about our work and aims.

It has website pages on the diocesan website <http://southwark.anglican.org/about-us/what/mu/> which operate under diocesan policies and guidelines;

and its own Facebook <https://www.facebook.com/MothersUnionSouthwarkDiocese/> ;

Our Twitter (X) platform has been removed.

Social media is used to share stories, information, resources and updates on events.

It also provides a way to exchange ideas and experiences, ask questions and get mutual support.

Links are provided to other Mothers’ Union sites, prayers and other resources.

Southwark Mothers’ Union does not load any advertising itself. It is not responsible for the advertising content on social media websites or online communities (such as Facebook) and does not choose which adverts appear on its page.

We do not collect, store or use any personal information gleaned from social media platforms, other than to respond to queries.

We accept no responsibility for social media websites and online communities being temporarily unavailable due to circumstances beyond our control.

Posting guidelines will be published on each platform or network that we use for messages posted by members or participants (‘user-generated content’). We are not liable for user-generated content but will check these regularly.

**Posting guidelines for users:**

Always remember that you are responsible for what you write.

* Posts should encourage and be in accordance with the Mothers’ Union goal that all people should enjoy loving, respectful, flourishing relationships.
* Speak your mind freely and honestly but be sensitive to the feelings and opinions of others. You might not always agree, but you can disagree in a peaceful manner.
* Beware of offering advice – don’t make statements about what others should and shouldn’t do, and don’t judge others and the way they do things.

Do not post messages or comments that:

* Could damage the reputation or good name of the Mothers’ Union.
* Are disrespectful, offensive, malicious, include swearing or bad language or constitute a personal attack on another person’s character.
* Incite hatred or harassment on the basis of race, religion, gender, nationality, sexuality or any other personal characteristic.
* Are illegal, including statements that break copyright or are libellous.
* Contain names, addresses, telephone numbers (unless these are already in the public domain), financial information or any other protected or personal data under the General Data Protection Regulation.
* Impersonate or falsely claim to represent a person or organisation in a way that does or is intended to mislead, confuse or deceive others.
* Could be considered to be spam.
* Make requests for donations or money (other than for MU appeals, sponsored activities or projects)

Please also note that photographs where individuals can be identified should only be included with their permission.

No children or vulnerable adults should be named in posts, and pictures of children can only be loaded with parental consent, recorded on the MU consent form.

If you have any questions or concerns about posting, please contact us by emailing the MU Diocesan Secretary in the first instance mu@southwark.anglican.org

**Moderation**

The Trustees of Southwark Mothers’ Union will appoint a Digital Media Representative for each triennial period, who will report to them and act on their behalf in administering the social media channels, in association with the Fundraising and Communications Coordinator.

The Digital Media Representative will post appropriate material from the diocesan and central Mothers’ Union on social media platforms, act as moderator and participate in comments and message streams where appropriate, signalling whether s/he is commenting in a personal or official capacity.

All channels and messages will be monitored regularly. Comments or messages that do not meet the posting guidelines will be removed to ensure that all user generated content is appropriate and relevant to the subject being discussed. Where possible, we will explain why a contribution did not fit with the guidelines, with suggestions of how the content could be re-phrased so that it can appear on social media forums.

Members who consistently fail to follow the guidelines will be banned from posting on MU Southwark Diocesan social media sites.

We make no commitment to respond to every individual comment, message or post, although we will try to do so where this is possible and helpful.

**Evaluation**

Analysis of statistics about visits to the social media platforms will normally be undertaken by the Digital Media Representative on a six-monthly basis (generally at the January and September meetings) to identify use and any emerging trends. Any significant issues will be reported to the Trustees.

* Website: statistical information will be obtained from the diocesan website.
* Facebook: statistics are available on a monthly basis and will be downloaded regularly.

The Trustees will undertake a full review of the effective use of social media and these guidelines at least once in each triennial period, and more frequently if required.

These guidelines are applicable to all use of social media platforms for Southwark MU branches and deaneries (independent of Parish etc platforms). We expect that those who load their information as part of another organisation’s platform (eg their parish website) will also adhere to these guidelines.

The Digital Media Representative should be notified of any of these forms of communication currently used, with the name of the person responsible for setting up and maintaining them.

(last reviewed April 2025)