



*Irish Countrywomen's Association*  
*Bantracht na Tuaithe*

## **Social Media Policy**

### **SCOPE OF THE POLICY**

The Social Media Policy provides guidance for employee and/or any other member of the ICA for the use of social media under ICA brand and name (e.g. ICA official pages on social media platforms), which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

This Policy is a document designed to protect the Irish Countrywomen's Association. This policy has been developed to empower ICA members to correctly participate in this new frontier of communications, represent the Association, and share the optimistic and positive spirits of ICA.

### **PURPOSE OF THE POLICY**

The ICA is the largest women's association in Ireland, with circa 6,000 members and over 440 Guilds across the Country.

The aim of the ICA is to provide a welcoming and fun organisation which offers support, friendship, personal development, education and lifelong learning.

The objectives of the Association are to bring women together in fellowship and through co-operative effort, to develop and improve the standard of rural and urban life in Ireland having due regard for our Irish culture and to encourage the use of the Irish language in the affairs of Bantracht na Tuaithe.

This Social Media Policy aims to support the Association to deliver its charitable objectives through the means of the new communication channels such as, but not limited to, Instagram, Facebook, Twitter and the ICA Official website. These new channels will be used to inform, to communicate and to engage with ICA members and members of the public about:

- promoting fellowship and co-operative efforts;
- raising awareness about women's rural and urban life in Ireland;
- promoting Irish culture;
- develop and deliver on educational opportunities;
- develop and deliver advocacy actions and/or programmes.

## PROCEDURES

- a. The following principles apply to professional use of social media on behalf of the ICA as well as personal use of social media when referencing the ICA.
- b. The ICA do not collect personal data from social media channels for fundraising or promotional/marketing purposes. We shall never to sell or swap your details.
- c. Employees and/or members must inform themselves of and adhere to the ICA's policies when using social media in reference to the ICA.
- d. Employees and/or members should be aware of the affect their actions may have on their image, as well as on the ICA's image. The information posted or published may be public information for a long time.
- e. Employees and/or members should be aware that the ICA may monitor content and information made available through social media. Caution and prudent judgement should be exercised when making information available by any means online. Employees and/or members should not publish material online (by any means) that is potentially inappropriate or harmful to the ICA, its employees, members or beneficiaries.
- f. The ICA prohibits from engaging in certain social media conduct or publishing material (by any means) online that would be damaging to the ICA. Although not an exhaustive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile organisational environment.
- g. Employees and/or members are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the CEO.
- h. Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to the ICA CEO.

- i. If employees and/or members encounter a situation while using social media that threatens to become antagonistic, they should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- j. Employees and/or members should obtain appropriate permission before they refer to or post images of current or former employees, members, vendors or suppliers. Additionally, appropriate permission should be obtained to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- k. Social media use shouldn't interfere with employee's responsibilities at the ICA computer systems are to be used for business purposes only. When using the ICA's computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, the ICA blogs, website and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- l. Subject to applicable law, after-hours online activity that violates company policy may subject an employee to disciplinary action or termination.
- m. If employees and/or member publish content after-hours that involves work or subjects associated with the ICA's a disclaimer should be used, such as this: "The postings on this site are my own and may not represent the ICA positions, strategies or opinions."
- n. It is highly recommended that employees and/or members keep the ICA related social media accounts separate from personal accounts, if practical.
- o. To maintain dignity and respect for the mission of the ICA, all messages and comments must be respectful and considerate. ICA members are asked to follow ICA posting guidelines set forth below.

The ICA will in its sole discretion delete in their entirety comments or posts that:

- contain abusive, vulgar, offensive, threatening, harassing or discriminatory language, personal attacks of any kind, or offensive terms that target specific individuals or groups;
- the ICA won't condone any post that represent an attack based on race, colour, sex, sexual orientation, national origin, ethnicity, age, religion, or disability;
- comments or posts that are clearly off-topic, that promote services or products;
- the ICA is a non-political organisation therefore any post or comment that promotes or opposes any political party, person campaigning for elected office, or any ballot proposition will be automatically deleted;
- comments or posts that are solicitations, endorsement or advertisements without previous authorization given by the ICA;

- are attempts to defame and/or defraud;
- appear to contain copyrighted, trademarked, patented, or proprietary information;
- suggest or encourage illegal activity;
- are apparent spam (the author(s) may be blocked from the page without notice);
- include certain personally identifiable information, such as social security numbers, addresses and telephone numbers;

ICA reserves its right of blocking without notice authors of any comments or posts with the characteristics above mentioned. The ICA may have to report where necessary and additional actions may be taken.

**BRANDING - Restrict the use of our logo - LOOK AT THE BRAND GUIDELINES.**

The Social Media Policy also covers the conditions under which members may use ICA logos and brand. ICA wants to ensure that its community has a consistent and high-quality experience with the Association brand and logos. Having a definitive brand policy helps everyone in the Association avoid and stop scammers that might use the ICA name to steal, defraud, or mislead.

ICA protects its branding rights to ensure that the Association name stands for both quality and integrity. ICA brand policy does not categorically forbid its community from using the ICA brand and logos. In fact, ICA encourages the members of our community to use the ICA brand and logos, as long as they do so in an acceptable and consistent manner, and as long as they respect the ICA principles.

Members may use the ICA logos and brand in the manner permitted so long as they do not do any of the following:

- a) Use logos and/or brand to make or support false or misleading statements;
- b) Imply or state that the use is affiliated, endorsed, sponsored with or authorized by the Irish Countrywomen's Association, unless a written permission was obtained beforehand by ICA Central Office and/or the National Executive Board.
- c) Use logos and/or brand to damage or diminish the reputation and goodwill of the Irish Countrywomen's Association, its brand, logos and membership.