

# NFWI Social Media Code of Conduct

Updated June 2020

**Respectful behaviour:** The WI was founded on democratic ideals over 100 years ago and this commitment to equality and inclusion is still central to our ethos today. The WI is an inclusive, supportive and progressive organisation for all women.

When engaging with posts on the NFWI's social media pages, please avoid personal attacks, or profanity in your interactions. We will not tolerate any comments that infringe another's rights under the Equality Act 2010, and we maintain a right to remove discriminatory or offensive comments without warning.

We understand that some topics can be very emotionally charged. People will sometimes vent their frustration in ways that others with different viewpoints may not agree with. Debates on certain topics are to be expected, as is the nature of online conversation; however, please remember that there is a real person behind the screen, who may be personally affected by hurtful comments. Flippant comments or jokes have the potential to cause serious offense, so please think twice before engaging with a post.

We would like our page to be a positive space for learning, sharing news, raising awareness of important issues and building connections. We would like participants on the page to support and respect each other, as they would at a WI meeting or event.

**Advertising:** Please refrain from posting any advertisements (this includes posts mentioning third party companies and organisations) that do not pertain directly to the intended use of this page. The NFWI reserves the right to remove such posts without notice.

Posts to personal sites, pages or groups, especially those without direct relevance to the NFWI and/or related topics, are also discouraged and may be removed by the NFWI without notice.

**Relevance:** The NFWI will only share content that is deemed to be relevant to the organisation and its audience. This can include (but is not limited to), news and stories sent in about WI activities, upcoming WI events, WI campaign news and news from other organisations which tie in with our campaigns. The NFWI will not share casting flyers from TV production companies, promotions of products or businesses, petitions, fundraising campaigns, or campaign materials on issues which we do not currently have a mandate on.

**Confidentiality and data protection:** Please keep in mind the NFWI's Facebook page is a public forum, so whatever you share in comments on NFWI posts, or on the NFWI's wall can be viewed by everyone. If you are sharing information or photos of another person, make sure you have their consent before doing so. Do not share personal data such as contact details publicly on Facebook.

**Copyright:** When sharing content on social media, please ensure you do not violate someone else's intellectual property rights. Where possible, only share content (such as images or music) that is your own. If you are sharing someone else's work, ensure you have their permission and give them credit when sharing.

**Disclaimer:** Opinions expressed in comments made by those who participate on the NFWI social media pages are the personal opinions of the authors; not of the NFWI. Opinions expressed by participants are not necessarily endorsed by the NFWI. The NFWI will endeavour to reply to all private messages and questions asked in a timely manner, however, it should be noted that the accounts are only monitored Monday-Friday between the hours of 9am and 5pm.