ASV Social Media Policy

This is a practical policy to help Active Supporters and Volunteers (ASVs) use social media confidently, responsibly and in line with IOM3 standards.

This policy will be reviewed on an ongoing basis, at least once a year.

1. Purpose and scope

This policy provides guidance for Active Supporters and Volunteers (ASVs) on using social media in a way that supports IOM3 while protecting its reputation and complying with legal and regulatory requirements.

Social media content, including posts, comments, shares and reposts, is considered a public statement and carries the same responsibilities as any other statement made on behalf of, or associated with, IOM3.

This policy supports IOM3 in meeting its governance obligations, including Charity Commission expectations.

It applies to:

- Official IOM3 social media accounts
- Personal accounts where IOM3 is referenced or could reasonably be associated

This policy applies to all current and future social media platforms.

2. Role of ASVs on social media

ASVs act as ambassadors for IOM3. Social media is an important tool for:

- Promoting IOM3 activity and impact
- Engaging professional communities
- Extending the reach of official messaging

When posting, ASVs should ensure content:

- Aligns with IOM3 values and positions
- Is accurate, respectful, and appropriate
- Adds value to audiences.

3. Governance and account management

The MarComms team manages all official IOM3 social media accounts.

ASVs:

- Must not create IOM3-branded or affiliated accounts without prior approval from MarComms

- Must consult MarComms before launching any IOM3-related channel
- May promote IOM3 through personal accounts

For any approved IOM3-affiliated accounts:
- MarComms must retain appropriate administrative (super admin) access
- Accounts must follow IOM3 brand and content guidelines.

4. Personal vs organisational use

ASVs may use personal social media freely but must be aware that their association with IOM3 is likely to influence how their content is perceived.
ASVs should assume they are representing IOM3 whenever their role, affiliation or expertise is visible or reasonably identifiable.
Content may be associated with IOM3 if a reasonable person could make that connection.

When referencing IOM3:
- Use a disclaimer where appropriate (e.g. 'Views are my own')
- Avoid presenting personal opinions as IOM3 positions
- Take particular care on professional platforms such as LinkedIn

ASVs in senior or high-profile roles should apply additional judgement.

5. Content standards

When posting or engaging with IOM3-related content:

Accuracy and integrity
- Verify information before sharing
- Do not share misleading, manipulated, or unverified content
- Avoid amplifying misinformation
- Correct mistakes promptly

Tone and conduct
- Be respectful, constructive, and professional
- Do not engage in arguments, hostile exchanges or prolonged disputes

Brand and materials
- Use approved IOM3 branding only
- Do not create unofficial branded materials
- Only use content with appropriate permissions
- Where permission is granted, credit must be given appropriately

Endorsements
- Do not imply IOM3 endorsement of commercial organisations, products or services – including through tagging, linking or co-branding - unless formally authorised

AI and synthetic content
- ASVs remain fully responsible for any content they publish, including content generated or assisted by AI tools

- Ensure AI-generated content is accurate and not misleading
- Clearly label synthetic content where appropriate
- Do not use manipulated content that could undermine trust

The use of AI tools must comply with the IOM AI Policy for ASVs.

6. Safeguarding, inclusion and risk

ASVs must:

- Avoid content that is discriminatory, offensive, or harassing
- Follow safeguarding principles when engaging with under 18s or vulnerable individuals
- Ensure content is appropriate for intended audiences

Content involving children or young people must only be shared with appropriate consent.
Follow IOM3 photography and consent arrangements when sharing images or videos from events.

Where possible, content should be inclusive and accessible (e.g. clear language, captions, alt text).

7. Legal and compliance

ASVs must comply with all relevant legal and regulatory requirements, including:

Confidentiality & GDPR
Do not share confidential, personal, member, volunteer, staff or non-public information. This includes internal discussions, draft materials and information not yet in the public domain. Personal data must be handled in accordance with UK GDPR and IOM3 policies.

Copyright law
Only use content with appropriate permissions and attribution. Including images, videos, written content and third party materials.

Defamation (libel)
Do not publish content that could harm reputations.

Political neutrality
IOM3 does not support political parties.
ASVs must not suggest how people should vote when representing IOM3.

Concerns raised in the public interest should follow IOM3 whistleblowing procedures.

8. Issues, complaints and crisis situations

If an issue arises (e.g. complaint, negative comment, or reputational concern):

- Do not respond on behalf of IOM3 or in a way that could be interpreted as representing IOM3
- Refer the matter to the MarComms team
- Avoid engaging in contentious discussions
- Do not delete potentially relevant content without guidance from MarComms.

If you identify content or activity that could escalate into a reputational issue, notify MarComms promptly.

In a potential crisis or sensitive situation:

- Pause all IOM3-related posting
- Follow guidance from MarComms before resuming activity

If contacted by the media or press in relation to IOM3 activity:

- Do not respond directly
- Refer all enquiries to MarComms immediately.

9. Responsibility and breaches

ASVs are responsible for following this policy.

Breaches may result in action, including:

- Removal of social media responsibilities
- Withdrawal of ASV-related duties
- Escalation through appropriate governance processes including the Code of Professional Conduct

If unsure whether something may breach this policy, seek advice from MarComms before posting.

10. Contact details

- MarComms team email: marketingcomms@iom3.org
- Head of Marketing & Communications, Melanie Mayfield (melanie.mayfield@iom3.org)
- Communications Manager, Kovida Mehra (kovida.mehra@iom3.org)
- Other – Director of Business Support, Collette Marriott (collette.marriott@iom3.org)
- ASV Hub and link to IOM3 policies IOM3 | What is expected of me?

11. Approval

Date original adopted	16 July 2024
Adopted by	Executive Board
Last review date	25 June 2026
Reviewed by	MarComms, CEO, EB
Next review date	1 July 2027