

The Guild of Entrepreneurs - Social Media Policy Guidelines

For the purposes of this Policy, social media is a type of interactive online media that allow parties to communicate instantly with each other or to share data in a public forum. In respect of The Guild of Entrepreneurs this includes the online social sites Twitter, Facebook and LinkedIn

The Guild of Entrepreneurs uses social media to engage with existing Freeman and potential new ones with regards to news, events and activities of the Guild, as well as providing information on, and supporting entrepreneurship. Social Medias are also used to support and promote the Guild's objectives and Freeman are encouraged to participate actively in discussions and to promote the sites to a wider audience.

This Policy applies to all members of The Guild.

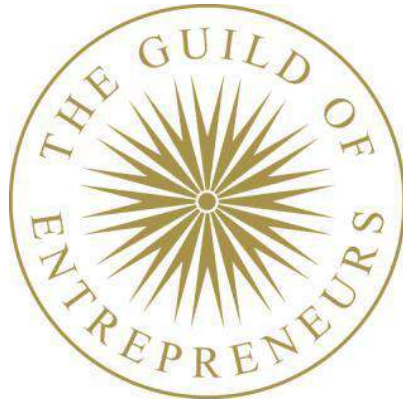
Users

All members of the Communications Committee will be given password access to the Guild's social media sites, along with other key members who the Committee feel will positively contribute to and enhance the sites content.

Use

The Guild's social media accounts will be used primarily for networking and information-sharing with other members of the Guild and with members of the larger social media community. When engaging with Guild social media sites, Freeman are reminded of the following:-

- Professional integrity is central to the Guild's ethos inclusive of tone and language used on the social media sites. Members should think about how their own image or that of the Guild may be affected by the way they use social media systems..
- The information posted or published may remain in the public domain for a long time. Members must always be aware that inappropriate comments posted on social media have the potential to damage the Guild.
- Members will not post messages that are unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive. The Communications Committee reserves the right to remove comments of this nature immediately.



- The Communications Committee reserves the right to respond to comments made on its social media channels and to remove any comments not relevant to the Guild.
- The Guild's social media channels are politically neutral.
- Members should not post content copied from other sources for which they do not own the copyright, without prior permission and proper accreditation.
- Members should not advertise products and services unless agreement has been obtained from the Communications Committee beforehand.
- Members should not publicise personal information without prior consent.
- Members should not impersonate anyone else.
- Members are not to publish post or release any information that is considered confidential. If there are questions concerning confidentiality, members should refer to the Communications Committee who may then escalate the matter to the Court.
- Social media networks, blogs and other types of online content sometimes generate press and media attention. Members should refer these inquiries directly to the Communications Committee.
- If members encounter a situation whilst using social media that threatens to become antagonistic, they should disengage from the dialogue in a polite manner. Advice from the Communications Committee should be sought.
- Permission is to be obtained from the Court before embarking on a public campaign using social media in the name of the Guild.
- If there is any doubt whatsoever about the content of any intended or actual posting members should always seek advice from the Communications Committee.
- Members must ensure that all communications are of high quality (in terms of content and form) including being grammatically correct, accurate, objectively justifiable, reasonable and appropriate for the intended audience.
- This policy will be updated from time to time as deemed necessary by the Communications Committee.

Misuse

- By participating in social media using the Guild's social media channels, the user/contributor agrees to abide by the terms of this social media policy.
- If a user/contributor is found by the Court of the Guild to have contravened or otherwise disregarded any aspect of the policy during their use of social media and behalf of the Guild, the Court may:
 - (a) remove the user's access to social media and behalf of the Guild and,
 - (b) take steps to remove the user from the membership of the Guild."

