July 2024

Social Media Guidance for

CIEEM Volunteers

CIEEM

1 Purpose

1.1 This guidance is for our volunteers who may come across situations where they want to engage with social media on CIEEM's behalf (e.g. to promote or defend CIEEM activity). Social media and online resources help us to connect with others, the media and the public. However, inappropriate use of social media by volunteers, although well-intentioned, could pose a risk to CIEEM's confidential proprietary information, reputation, productivity and legal obligations.

1.2 These guidelines will help volunteers when posting or engaging with content, including blogs, networking sites, and other social media. It is intended to protect their wellbeing as well as the reputation of CIEEM.

1.3 These guidelines relate to social media activity in relation to CIEEM and/or where the individual has in some way identified themselves as a CIEEM volunteer. They should be read alongside our **Social Media Advice Note** for members and the **Volunteer Code of Behaviour**, both of which contain more detailed information.

2 Definition

2.1 Social media incorporates and includes many online activities, electronic or internet media, tools, communities, spaces for social interaction, sharing user generated content, or public or semi-public communication. Social media can take the form of forums, message boards, blogs, microblogs, online profiles, wikis, podcasts, pictures and video, email, text, instant messaging, music sharing, posts or comments on X (formerly known as Twitter), Facebook, LinkedIn, Instagram, TikTok and other social media networks.

3 Appropriate use of social media by volunteers

3.1 CIEEM recognises that volunteers may use social media for both personal and professional reasons. We also recognise the benefit of volunteers promoting the Institute's work through their own social media accounts. We would encourage volunteers to tag CIEEM's social media accounts so that we can reshare and engage with posts where appropriate.

3.2 Due to the nature of social media, posted content can be seen and shared by wider audiences than may be intended, and information can be difficult to delete or amend once made public. It is therefore important to manage information in the public realm to protect both your own reputation and that of CIEEM from false or inaccurate information. Our Social Media Advice Note for members has more detail on this.

3.3 Of course, most social media activity by volunteers is thoughtful, engaging and inspiring. However, the posting of insensitive or inaccurate material by individuals who can be identified as a CIEEM volunteer represents a reputational risk for CIEEM, even if the volunteer uses a disclaimer to state that their opinions are their own. Therefore, volunteers are asked to exercise caution and post responsibly when using social media.

3.4 Volunteers should be aware of their privacy settings on their social media accounts. Photos, marital status, children, birthday, location, and school or work background may be visible to the public if volunteers contribute to public pages, groups, social media and networking sites. Volunteers have a responsibility to decide what personal information they are comfortable sharing by managing their privacy settings (see appendix) and should keep this in mind when contributing to items in the public domain.

3.5 Like any organisation, CIEEM is aware it is subject to public opinion on social media sites, whether it be positive or negative. Volunteers are asked to avoid engaging with social media posts criticising CIEEM in case this aggravates the problem. Instead, please notify CIEEM if you see a negative, critical or controversial social media post in the first instance by emailing **marketing@cieem.net**. CIEEM will respond appropriately depending on the content of the post. Sometimes the right response is not to respond.

3.6 Social media can also be an invaluable tool for cultivating networks and online communities. If volunteers would like to set up an online group associated with CIEEM (such as a Member Network LinkedIn) please approach **marketing@cieem.net** in the first instance. In the interest of future-proofing such groups, the Secretariat should have admin access to all online groups.

3.7 In the very rare instances where a volunteer is found to be posting inappropriate or other content that is harmful to CIEEM, the issue will be addressed in accordance with the Volunteer Behaviour Policy.

4 Responsible use of social media

4.1   Here are some common-sense guidelines for using social media responsibly and safely. More information is available in the Social Media Advice Note but if you are not sure whether or not to post or respond to something relating to CIEEM, please do contact us for advice. When using social media, please exercise good judgement and consider both the potential risk and reach of any content you post online.

- ✓ **Exercise good judgement – is there any risk associated with posting or commenting?**

- ✓ **Respect confidentiality, both personal data and CIEEM's proprietary information.**

- ✓ **Be aware of copyright.**

- ✓ **Keep your privacy settings up-to-date**

- ✓ **Be aware that what you say is permanent.**

- ✓ **Be careful when mixing your professional and personal social media.**

- ✓ **If you have a disagreement with someone, take it offline – it should not be entertainment for others.**

- ✓ **When in doubt, don't post.**

5 Appendix

f   **Click here** to learn how to update your Facebook privacy settings.

in   **Click here** to learn how to update your LinkedIn privacy settings.

X   **Click here** to learn how to update your X privacy settings.

Instagram   **Click here** to learn how to update your Instagram privacy settings.

Raising the profile of professional ecological and environmental management and promoting the highest standards of practice for the benefit of nature and society.

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