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GOOD to



Social Media, email and online use policy

1. Background

Good to Grow Cooperative relies on the use of social media to present itself as an organisation to its customer base, interested individuals, communities, statutory, not-for-profit and other agencies and stakeholders. Social Media has rapidly evolved into the platform from which we all navigate the world around us: through interaction with each other socially, as groups, communities, organisations and businesses; how it influences our decisions politically, emotionally, morally, economically; where we share opinions, source ideas and exchange information, shop, date and advertise, etc... In short, it is a fundamental part of everyone's everyday life.

2. About the Policy

For Good to Grow Cooperative it is important to have a policy which guides its users and members in relation to the potential pitfalls and risks which may arise in this arena. It is also important to set out the standards of behaviour which the Board feel should be expected of its users, members, customers, other agencies and third parties when expressing themselves online.

In short, the proper and appropriate use of social media is a priority for us. The policy applies to all digital and related activity to Good to Grow Cooperative.

As a Cooperative social media use may include (this list is not exhausted) the use of our own Good to Grow website, blogs (including alternative blogging which carries artistic licence), Facebook, LinkedIn, Instagram, WhatsApp, You Tube, etc..

It is important that Members use of personal interaction on social media also reflect the outlay of this policy. Therefore, Members should be mindful of keeping themselves, the Cooperative, other Members and Users safe and free from risk of allegation, disrepute, defamation of character, or open to legal liability.

Social Media companies, of course, all have their own codes of practice relating to proper and appropriate standards of behaviour online.

The Board accepts that the majority of users of social media, email and the internet are wholly aware of their responsibilities in this regard. Therefore, this policy is intended to reaffirm what we all know as responsible use of social media, email and online related activity.

3. Member Cooperative Use of Social Media, email and online activity

The benefits of social media, email and internet usage are immeasurable, to maximise this advantage while at the same time minimising risks outlined above, the Board expects its Members to adhere to the following.

Members must not:

Share confidential information online.

Never harass, bully or make derogatory or inappropriate comments about other Members, Customers, agencies and stakeholders, etc..

Post inappropriate content or material, images or other media which is liable to offend someone on the basis of race, age, sex, religious or political belief, national origin, disability, sexual orientation or any other characteristic protected by law, or which could be defamatory or incur liability for the Good to Grow Cooperative.

Post material which is in any other way illegal.

Post messages or links to material/content that is inappropriate. For example: pornography, information encouraging criminal activity or terrorism, or materials relating to cults, gambling or illegal drugs.

Post unsolicited views on social, political, religious or other non-business related matters.

Most definitely not give advice or put across that they are knowledgeable about anything which is beyond the Member's ability or expertise.

Post, upload or send messages or material that could damage Good to Grow's image or reputation.

Air online any complaints or issues of concern raised by customers, members, stakeholders etc... as these where possible should be addressed in the first instance through the procedures put in place for such matters (see Complaints and Compliments policy).

Members should keep their personal use of social media separate, including business, product and service endorsement unless otherwise agreed with the Board.

4. Member Personal Use of Social media, email and online activity

Members are, of course, free to fully participate in their own personal use of social media. However, it is fair to remind Members that the image they put across of themselves within this online arena could reflect negatively on themselves and the Cooperative if they do not use sound judgement, common sense and stay within the law. When using social media personally, most of the same boundaries, risks and legalities apply to us all as outlined in the Member use section of the policy.

5. Cooperative Good Practice Use of Social Media, email and online activity

When using social media for the purposes of the Cooperative, the Cooperative should:

Respond to posts where required, including customer enquiries.

Share links to related Good to Grow media including email contact, blogs and social networks.

Act professionally, be respectful and courteous at all times.

Not speak on subjects beyond their specialist knowledge or expertise .

Keep media sites updated to keep users abreast of events, services, product launches, announcements, news, jobs, etc... as deemed relevant to the Cooperative's business.

Remove offensive material, comments as soon as possible should this occur.

Remove inaccurate, misleading information as soon as possible.

6. Monitoring Social Media, email and Online Activity

The Board Members will play an active role in the overall management of social media sites, e.g. Facebook, LinkedIn, etc... In particular should any issues arise pertaining to the *Social Media, email and online use policy* these should be identified and brought before the Board for, if necessary, investigation.

Title	Social media, email and online policy		
Author	Good To Grow Directors		
Date	21 st June 2021		
Approval	Name: ???	Date:	
Version	1.0	Supersedes	
Policy to be read in conjunction with:	Complaints Policy Data Protection Policy		