



THE HONOURABLE SOCIETY OF

THE INNER TEMPLE

Social Media Policy for Student Societies

This policy covers all Inner Temple's student societies.

The Education & Training Department has overall responsibility for monitoring and reviewing the effective use of this policy, ensuring that all of us understand the restrictions placed upon us and the standards of conduct expected of us when using social media. Our IT Department has the right to intercept any social media activities using our IT and communication systems. The Treasury Office has overall responsibility for visual branding and assets used on social media.

The policy covers:

- Use of social media by committee members of each student society of the Inner Temple (e.g., social media officers, any committee member who is posting on content as a representative of the society).
- Using social media for Junior Bar Association.

All accounts should be:

- Professional; should ensure spelling is correct, appropriate abbreviations are acceptable, members of the Inner Temple and contacts are respected online, appropriate emojis are fine to use. If in doubt, get someone else to look it over.
- Transparent; it is clear who is posting, for example social media pages should clearly display the name of the student society i.e. The Inner Temple Drama Society.
- Sensible; that account engages in conversation and posts content that is relevant and engages audiences, keeping in mind that it will become part of the history of the Inner Temple and associated with the organisation.
- Respectful; in keeping with the equality and diversity policy of the Inner Temple and its community.

Opening and closing accounts:

To set up an account for a project or new society, the Education Engagement Co-Ordinator and Social Media Co-Ordinator need to authorise this account and do this in conversation with your Master of Activity. If you are thinking about setting up an account, it is important that you consider the following:

- What is the purpose of this account?

- Is the information you wanted to post on this platform capable of being posted on the social media accounts you already have?
- Have you consulted the Technology and Communications Officer and Social Media Co-Ordinator about the benefit of having an additional account?
- How will you measure the success of the platform?

If you would like to highlight a particular project that you are working on, consider creating a hashtag rather than a whole new social media account for the event i.e., *#InnerTemple@thefringe*

You must ensure that the password for any/all social media accounts owned by the student society have their username and password sent to the Education Engagement Co-Ordinator and the Inner Temple Social Media Co-Ordinator at the end of the year.

This will ensure that the nominated committee members, including the President/Chair of each society, can gain access to the social media pages in the absence of the key contact. It will also help to prevent defunct social media profiles on the internet.

If any passwords are changed at any point, please ensure the Education Engagement Co-Ordinator and the Inner Temple Social Media Co-Ordinator are informed of the new one immediately.

Managing Social Media Accounts

Each student society should have a social media strategy. This means that you will need to consider the type of content you are posting and when it is appropriate to post that content. For example:

- What message do you want to send out prior to the event?
- What content do you want to capture during the event? (are you live posting for example?)
- How do you want to communicate messages post-event? (e.g., do you want to have small clips of people expressing what they liked/learned from the event?)
- Is there anything that you want to celebrate? (e.g., thanking those who volunteered to help make the event successful; if it is a competition, announcing the winners of the event etc.)

You will not be expected to do this alone. At the beginning of the year, you will be given assistance by the Technology and Communications Officer and Social Media Co-Ordinator and ongoing support from the Education Engagement Co-Ordinator to ensure you are making the most out of your social media platforms and encouraging engagement with your society.

Closing an account

If you need to close an account, please consult with the Education Engagement Co-Ordinator and the Social Media Co-Ordinator. It is important that followers are directed to your new student society account, including why they might wish to follow the account. There should be a clear end date for the closing of the current account. Be honest and open with the audience on why the account is being shut down.

Dealing with challenging comments and issues online

The key principle in dealing with challenging comments and issues is, will deleting or

removing make this worse? In a rapidly changing environment, it is important issues are identified quickly and a decision made. In most cases responses can be handled by the account holder by getting in touch with the Inn's Social Media Co-Ordinator who should be informed right away to ensure that there is rapid mitigation of the damage that may be caused by such comments to not only the society, but the reputation of the Inn.

It is important that you work together as a committee on how best you wish to respond to these comments. It is important that you escalate anything that is of concern to you, to the Social Media Co-Ordinator and Education Engagement Co-Ordinator.

Political commentary

It is important to avoid making any commentary on political issues or topics within social media posts.

Visual branding

Any use of the visual branding of the Inner Temple should be checked with the Treasury Office and in the first instance the Technology and Communication Officer before the imagery is published. Please contact the Technology and Communication Officer if you have any questions about this.