SOCIAL MEDIA
POLICY

Committee responsible:	Marketing and Communications Committee	**Date approved:**	February 2020
Approved by:	UK-SBA Board	**Date of last review:**	February 2020
Version Number:	1	**Date of next review:**	February 2022

1. Purpose and Scope

1.1 The purpose of this policy is to manage risk in relation to social media usage of the UK Society for Behaviour Analysis (UK-SBA) and its members in Special Interest Groups (called SIGs in this policy).

2. Policy and Procedures

2.1 UK-SBA Facebook Page

2.1.1 The UK-SBA runs a Facebook page for the purpose of marketing and communication. The following policies and procedures will be adhered to when managing this social media page.

2.1.2 The main administrator of the UK-SBA Facebook page will establish a specific account for this task, which does not include his/her name or personal details. Contact with individual members or potential members of the Facebook page will only be made using the UK-SBA Facebook account rather than a personal Facebook account.

2.1.3 The only requirement to join the Facebook group is to have an interest in behaviour analysis. When someone requests to join the group, they will be prompted to answer a question about their interests in behaviour analysis. The main administrator and any appointed Facebook administrator may then approve members to the Facebook page.

2.1.4 The Facebook page will include the following pinned member rules at the top of the page:

- All posters are expected to adhere to the UK-SBA's Code of Ethical and Professional Practice and the BACB's Professional and Ethical Compliance Code.

- In particular, no posts should breach confidentiality (e.g. discussing details relating to individual cases, clients or clinicians). Posters should be aware that it may be possible to identify an individual without mentioning their name, depending on the nature of the content they post.

- The Facebook page should not be used to provide clinical advice.

- If a member violates these rules, they may be issued with a warning. A member who repeatedly breaks the rules may be removed from the group.

- The Board and appointed Facebook administrators reserve the right to delete posts or remove members without warning.

2.1.5 The main administrator and appointed Facebook administrators will take the following steps when determining how to deal with inappropriate content:

- Spam (e.g. unrelated advertising) or abusive posts will be immediately deleted by the main administrator or any appointed Facebook administrator, and the associated account will be removed.

- When there is a clear violation of the member rules (e.g. a client has been named), the main administrator and any appointed Facebook administrator

can remove the post. This should be brought to the attention of the main administrator, who should issue a warning to the member by email or, if they do not have the individual's email details, by private message through the UK-SBA Facebook account (rather than a personal Facebook account).

- When there is a concern about content posted but there is uncertainty regarding the violation and subsequent course of action, this should be discussed between the appointed Facebook administrator who identified it (if applicable), the main administrator and the UK-SBA Secretary, and a joint decision made regarding how to proceed.

- In the event of repeated warnings for rule violations or if a violation is sufficiently serious, a decision may be made to remove the member from the group. This decision should be made by the main administrator and the UK-SBA Secretary, who may consult other Board members if they wish.

2.2   SIG Facebook Pages

2.2.1   UK-SBA SIGs are encouraged to use a dedicated SIG Facebook page. SIGs are expected to adhere to the following policies and procedures for these social media pages.

2.2.2   All SIGs that maintain a SIG Facebook group are required to add the current Chair of the UK-SBA SIG Committee to the group.

2.2.3   All SIG Facebook groups are required to include pinned member rules at the top of their page, which must include the following:

- Advise that the Chair of the SIGs committee is a member of the group.

- All posters should adhere to the UK-SBA's Code of Ethical and Professional Practice and the BACB's Professional and Ethical Compliance Code.

- In particular, no posts should breach confidentiality (e.g. discussing details relating to individual cases, clients or clinicians). Posters should be aware that it may be possible to identify an individual without mentioning their name, depending on the nature of the content they post.

- SIG groups should not be used to provide clinical advice.

- If a member violates these rules, they may be issued with a warning. A member who repeatedly breaks the rules may be removed from the group.

- The SIG Chair, the UK-SBA SIG committee Chair, and any UK-SBA Board members reserve the right to delete posts or remove members without warning. At their discretion, they may opt to instead contact the poster to request they edit/remove the post.

2.2.4   SIGs may have additional member rules that are specific to their SIG. The Board may request updates to the pinned member rules, which will be communicated to the SIG Chair.

2.2.5   SIG Chairs may appoint other SIG members to manage or assist with administration of the Facebook group, but should retain overall responsibility for the group.

2.2.6 SIG Chairs (or approved group administrators) are required to monitor their Facebook page and deal with minor member rule violations. If it is deemed necessary to issue a warning to a member for rules violation(s), the SIG Chair should first contact the Chair of the SIGs committee or another member of the Board for advice before issuing the warning.

2.2.7 SIGs may opt to have public or private Facebook groups. If the group is public, the SIG Chair is expected to monitor the page more closely due to the increased risk of inappropriate content. The SIG should also consider public perceptions of the SIG and UK-SBA when sharing content through their Facebook groups.

2.2.8 If a SIG Chair receives a query that does not directly relate to the SIG's mission statement, this should be directed to the Chair of the SIG Committee or to the UK-SBA Administrator.

2.2.9 If the Chair of the SIG Committee identifies an issue or receives a query from the SIG Chair, (s)he should take the following steps:

- If there is a straightforward resolution, the Chair of the SIG Committee should resolve the issue with the SIG Chair and should then notify the UK-SBA Administrator and the UK-SBA Secretary.

- If the issue is more complicated, the Chair of the SIG Committee should contact the UK-SBA Administrator and the UK-SBA Secretary to discuss and agree a plan of action. This should then be communicated to the SIG Chair (if appropriate).

2.2.10 It is expected that messages sent privately through Facebook to the SIG Chair or the Chair of the SIGs Committee would be dealt with in the same way.

3.   Action required

3.1   This policy will be circulated to all existing or new UK-SBA Board members and SIG Chairs.

3.2   The policy will be updated annually, or in the event of any substantial changes to social media usage.

Contacts

UK-SBA Administrator: admin@uk-sba.org

UK-SBA Secretary: secretary@uk-sba.org

UK-SBA SIG Lead: UKSBA.SIGChair@gmail.com

SIG Chair: This refers to the Chair of the relevant SIG.