



## **Social Media Policy**

This policy is concerning the use of social media for the employees of Butser Ancient Farm, its volunteers and others that are affiliated with the farm.

The benefits of social media are widely known and can help promote any business but the damage from a written remark can be irreparable and can easily damage the reputation of Butser Ancient Farm and the work we do.

We would ask that you consider carefully anything you write on any form of social media which links to the farm; whether it is specifically written on the farm's Facebook page for example or something you write on your own page that links to the Farm.

### **You are asked specifically:**

1. Not to criticise the farm on any form of social media
2. Not to criticise or be personal about any staff member, director or volunteer affiliated to the farm via social media.
3. Not to post rude or offensive remarks that can be linked to the farm.
4. To always maintain a polite and professional attitude.
5. Not to discuss personal matters.
6. Not to represent the farm on social media. All official information is sent out via the office.
7. Always remember to protect your own confidential information and the farm's. (e.g. phone numbers and personal addresses)
8. To be mindful of the relevance of information and photos that you put up. Remember it is better to drip feed rather than to overload.

Butser Ancient Farm has a Facebook page and a group. The page is controlled by the office at the farm, but the group is an open forum for discussion. Please remember that whenever you use it you are acting as a representative of Butser Ancient Farm.

**Reviewed: January 2018**