

MUSEUM LONDON

BOARD POLICY

SOCIAL MEDIA

Preamble

Museum London is committed to a fair and accurate public presence across social media platforms, and as such sets out this policy concerning the sharing of information via social media by the institution and its employees, volunteers, contractors, and representatives (“associates”) of Museum London.

Terms of Reference

For the purposes of this policy, social media means online publication and commentary, including without limitation, blogs, wikis, and social networking sites such as, but not limited to Zoom, Facebook, LinkedIn, Twitter, Flickr, Instagram, Yelp, TripAdvisor, Google Business Listing, Vimeo, TikTok, and YouTube.

This policy complements the *Communications Policy*, the *Ethics and Conduct Policy*, the *Workplace Violence and Harassment Prevention Policy*, the *City of London Computer Usage Policy* and any future policies regarding the use of new media tools.

Museum London associates are subject to this policy to the extent that they identify their association with Museum London other than as an incidental mention of place of employment, volunteerism, or affiliation.

Policy

Museum London’s official social media profiles and posts will be coordinated by the Marketing Coordinator.

Museum London associates are encouraged to publish, share official Museum London posts or comments via social media in accordance with this policy. When Museum associates publish an original post on their personal social media, ensure that Museum London is tagged (not just location-tagged, depending on the platform) and that the Marketing Coordinator is e-mailed with a link to the post.

During work hours, Museum London employees may engage in social media activity that is relevant to their work as determined by their supervisor. Personal use of social media unrelated to Museum London work activity is to be conducted outside work hours.

Setting up Social Media

Email addresses, logon IDs and usernames may not use Museum London's name without prior approval from the Executive Director.

Confidentiality

It is not permissible to publish confidential information. Confidential information includes, without limitation, unpublished details about Museum London's past, present, and future exhibitions, collections, projects, acquisitions, financial information, research, private or public events, and personal information about Museum London's staff, community partners, clients, and stakeholders.

Conduct

As outlined in the *Communications Policy*, when dealing with the public through social media, Museum London associates will:

- Be respectful, courteous, and professional.
- Respond promptly and appropriately to correspondence and inquiries.
- Present the programs and policies of Museum London in a positive light.
- Flag inappropriate user-generated content or comments.
- Direct questions and/or comments regarding Museum London on social media to the appropriate Museum London staff member. Make management aware of circumstances when a member of the public has been dissatisfied.

Furthermore, when engaged in social media activity, Museum London associates will:

- Respect copyright laws.
- Adhere to the Museum's *Workplace Violence and Harassment Prevention Policy*.
- Promptly correct errors.

Date: 25 November 2020

MONITORING:

Adherence

The Executive Director will report to the Board on any areas of non-adherence within a timely manner.

Policy Review

Method: Internal Report

Responsibility: Policy Committee

Minimum Frequency: One Year