

Green Party Women (GPW)

Policy on social media and digital communications

This policy applies to the executive committee of Green Party Women (GPW). It also outlines expected behaviour from members of GPW and Green Party of England and Wales (GPEW) when interacting with our social media accounts.

1. DIGITAL COMMUNICATION

- a. Digital Communications is used here as a collective term to describe methods of publishing on the internet. This policy covers all forms of digital communications, social media and social networking sites which include, but are not limited to:
 - i. GPW Website
 - ii. GPW Facebook, Instagram, Twitter and other social networking sites.
 - iii. GPW YouTube and other video clips and podcast sites
 - iv. GPW LinkedIn
 - v. GPW Blogs and discussion forums including Green Spaces
 - vi. GPW e-mail
- b. GPW social media may be used to amplify:
 - i. The work of the GPW Committee
 - ii. The voices of members of Green Party Women when representing GPEW
 - iii. Individuals and organisations which campaign to improve the lives of women and girls. (These organisations may include, but are not limited to, organisations which support women on the basis of sex)
 - iv. Our highlighted campaigns
 - v. Items that are interesting and positive about women, girls and the environment e.g. arts and history, science politics economics and technology
 - vi. Retweet other liberation groups when the messaging aligns with our constitutional aims and objectives.
 - vii. International campaigns and calendar events related to women & girls
- c. The principles of this policy apply to members of the GPW committee. They are guidelines we would encourage all GPEW members to follow when communicating with GPW and on GPW sites.
- d. Contravention of these guidelines **may** lead to members' comments being removed from platforms where GPW have jurisdiction and

comments may be muted or blocked on other platforms, as appropriate and when in accordance with GPEW guidelines.

- e. The current GPEW Code of Conduct applies to online activity in the same way it does to other written or verbal communication and behaviours of GPEW members. The disciplinary process is available to address egregious behaviours from members. Membership of GPW special interest groups may be suspended or removed prior to a formal disciplinary procedure.
- f. Individuals are responsible for what they post in a representative and personal capacity. Committee members have the same legal duties online as anyone else. Failure to comply with the law may have more serious consequences.
- g. Activity may include but is not limited to:
 - i. Posting agendas, minutes* and dates of meetings (*minutes & agendas may only be posted on GPEW member-only platforms)
 - ii. Advertising events and activities organised by GPW
 - iii. Publishing news stories relating to women
 - iv. Re-tweeting or sharing information from other relevant bodies
 - v. Announcing new information
 - vi. posting or sharing information from other GPEW groups
 - vii. Assisting the aims of GPW as outlined in our constitution.

2. GUIDELINES

- a. When using digital communications (including email) committee members, and the Social Media Team in particular, must be mindful of the information they post and keep the tone of any comments respectful and informative. This relates to personal accounts as well as GPW accounts.
- b. Any member of the GPW Committee may make suggestions to the Social Media Team including, but not limited to: posts to share or retweet and individuals or organisations to follow. These suggestions should be made on the channels agreed by the serving members of the GPW committee.
- c. GPW social media team will endeavour to respond to these within the following timeframes:
 - i. requests to be posted within 12 hours
 - ii. controversial disagreements to be resolved within 24 hours
 - iii. Ongoing discussion about postings for retweeting/following/general posting can take place on agreed communication channels
- d. Online content should be accurate, objective and informative

- e. If GPW SM members have any doubts about a post then they should listen to that concern and not post it without checking with other members
- f. When posting as GPW, committee members:
 - i. must not present personal opinions as those of GPW
 - ii. must not engage in public online personal attacks, fights and hostile communications.
 - iii. Disagreements about social media activity should not be conducted online in public between committee members – disagreements about postings must come back to the private committee communication channels for positive resolution where possible. In the event of unresolved disagreement members should/may state their case but only in an appropriate tone and may only do so on their personal accounts.
 - iv. must not publish photographs or videos of minors without parental permission.
 - v. must not post any information that infringes the copyright of others.
 - vi. must not post any information that may be deemed libellous
 - vii. must not post online activity that constitutes bullying or harassment
 - viii. must maintain neutrality in matters of internal elections
 - ix. must not post offensive language relating to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.
- g. must not conduct any online activity that violates laws or that constitutes a criminal offence.
- h. Publishing untrue statements about a person which is damaging to their reputation is libel and can result in a court action and a fine for damages.
- i. Whilst these guidelines are primarily for the use of the GPW account, GPW executive should show leadership by modelling behaviour in their personal accounts that allows a pluralistic and respectful culture within GPEW to flourish.
- j. All postings must endeavour to meet recognised accessibility guidelines. (GPW will continue to seek guidance on best practice in this area)
- k. Sensitive material must be posted with warnings as appropriate.

Posting on the GPW area in GPEW Spaces

1. All members of GPEW are able to post in this space
2. All members of GPEW who post in the Green Party Women Space are expected to abide by the social media guidelines as outlined above
3. Egregious comments, including slurs and insults, will be immediately screen captured and then removed by a committee member. There will be zero tolerance of personal abuse within GPW's Green space.
4. Committee members must alert others on the committee when they are taking action and seek consensus before removing posts.
5. Members of GPEW who fail to comply with the above guidelines may be direct messaged and issued with a warning by GPW co-chairs or the social media team. They will be given 24 hours to amend their post. If no change is made their post will be removed.
6. Extreme or repeat offenders will be blocked or removed from GPW online spaces.

4. IMPOSING SANCTIONS AND RESOLVING DIFFERENCES

1. When social media officers or other members of the committee impose sanctions against GPEW members or other members of the public, as outlined above, they must let GPW committee members know immediately by posting a brief notice within the agreed communication channel.
2. When committee members object to a post or other communication they must alert the rest of the committee via the agreed communication channel
3. After discussion, if consensus cannot be reached then a decision to take action relating to the post (removal, retention of post, or otherwise) can be reached by taking a vote on agreed communication channel, with a majority deciding the outcome.

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