



BIE SOCIAL MEDIA POLICY

Introduction

All levels of membership and employment within The British Institute of Embalmers enjoy the opportunities and rewards of membership. It is subsequently expected that members will uphold the ethos of the Institute in all social media interactions. Members will not act in such a way that the image of the BIE is brought into disrepute nor in a way that harms the bereaved we serve or the wider funeral profession.

Purpose

Social media is a prominent method of communication for many members of our Institute, where we can express opinions, and is a key way we engage with each other, along with the wider community, it is important for us to have a policy to demonstrate how we ensure we are represented in a suitable way and can take action should the need arise. We are taking this opportunity to remind our members of the importance of ensuring that all our social networking streams should be used thoughtfully and responsibly.

The BIE defines Social Media as any app, website, or other online means of communication that is used by large groups of people to share information and to develop social and professional contacts. Popular social media or networking sites include but are not limited to:

- Facebook
- Twitter
- LinkedIn
- Instagram
- Snapchat
- WhatsApp groups
- YouTube
- Pinterest
- Blogs

Content

Whilst the Institute does not discourage the use of social networking among members, we are mindful of the need to ensure that all content is suitable for publication and does not breach any laws or common decency. It is not acceptable to post, amongst others, items that may include reference to a person's ethnic origin, colour, race, nationality, faith, gender, sexual orientation or disability, and any member found to have posted such items will be subject to disciplinary action. Comments of this nature may attract civil or criminal action against the author(s). In addition, any abuse of members may be deemed by the BIE to bring the

Institute into disrepute and lead to disciplinary sanctions against both the author. Participants should be aware that comments which bring the BIE into disrepute, or are threatening, abusive, indecent or insulting, may lead to disciplinary action. Comments can also attract civil and criminal action.

Cyber Bullying

All reports of cyber-bullying and other technology misuses will be investigated fully and may result in notification to the police where the BIE is obliged to do so. Sanctions may include, but are not limited to, suspension, or banning from membership of Members must be aware that in certain circumstances where a crime has been committed, they may be subject to a criminal investigation by the police over which the BIE will have no control.

General Guidance

These are public forums, so treat them as such.

- Members are expected to show respect to others, including other members of the BIE and the wider funeral community, and to act at all times within the core values of the BIE.
- Individuals and organisations are strictly responsible for any posting on their account(s).
- Respect the rights and confidentiality of others.
- Re-posting or re-tweeting inappropriate content represents an endorsement of that content and can be actionable.
- Do not use abusive, derogatory, vulgar or sexual language.
- Deleting or apologising publicly for an improper posting does not prevent disciplinary action being taken.
- Consider “protecting” Tweets and changing security/visibility of Facebook accounts.

Do’s and Don’ts

Follow the general guidelines above and:

- Do show your personality and be approachable.
- Do share your achievements.
- Do let people know what it is like to be an embalmer.
- Do post regular comments to grow and engage with an audience.
- Do report any content that you encounter that is in breach of this policy.
- Don’t comment if you have any concerns about the consequences.
- Don’t link to unsuitable content.
- Don’t get into disputes with audience.
- Don’t share or elicit personal detail.

Reporting

Any grievance, criticism or resentment should be directed in person to the individual. Matters of a more serious or contentious nature should be discussed with the Club’s Executive Committee, via the National General Secretary, by emailing info@bioe.co.uk

Abusive or inappropriate content (photos, video or text), on social media: this includes material which criticises or humiliates anyone.

Online Photos and video

Posting of photos and video clips on social media carries a risk that the image could be taken and adapted for an inappropriate use.

Consent request clauses are included in the registration form which is completed each season and are also held by the club age group administrators.

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Mobile and Online Communication

Technology is moving very fast in this area. There are now many different ways for people to communicate. In addition to landlines, there are mobile phones for voice and text, and most new phones incorporate cameras that take still shots and video. Two-way video calling is commonplace. Online communication can be by email, instant messaging and social networking sites.

The risks posed by such methods of communication arise from:

- The privacy. It is often one-to-one
- The wide range of content that can be transmitted, including content of a violent, sexual or hateful nature
- The ease with which images can be forwarded onto others
- The difficulty in knowing truly who you are communicating with.
- There can be inappropriate criticism of members.