



**UK Society for  
Behaviour Analysis**

**UK-SBA  
SOCIAL MEDIA  
POLICY**

**Committee responsible:** Marketing and Communications

**Approved by:** UK-SBA Board

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## **1. Purpose**

- 1.1 This policy outlines guidelines and expectations for the use of social media platforms by Directors and co-opted members of the UK Society for Behaviour Analysis (UK-SBA).
- 1.2 The purpose of this policy is to protect the integrity of the UK-SBA by providing guidance on the responsible and professional use of social media by Directors and co-opted members on their own behalf, using a personal account, or on behalf of the UK-SBA.

## **2. Objective**

- 2.1 The UK-SBA aims to ensure Directors and co-opted members are aware of their obligation to comply with this Social Media Policy.
- 2.2 By serving as a Director or co-opted member, individuals agree to comply with this social media policy and understand that violations may result in disciplinary action.
- 2.3 The UK-SBA has outlined its values but are mindful that Board Members' personal values may occasionally conflict with those of the Society. This policy aims to ameliorate any friction by providing clear guidance and disclaimers.

## **3. Scope**

- 3.1 This policy applies to Directors of the UK-SBA and co-opted members of its committees.
- 3.2 Directors and co-opted members have a moral obligation to act in the best interests of the UK-SBA and its members.
- 3.3 Therefore, Directors and co-opted members must be sensitive to the possibility that their activities outside of the UK-SBA, including on social media, could be perceived as being representative of, having a bearing on, or coming into conflict with the values, objectives and integrity of the UK-SBA.  
(Please see the Society's Conflict of Interest Policy for more information)

## **4. Definition of social media:**

- 4.1 Social media is an ever changing concept but will be broadly defined here as online platforms and applications where individuals can interact with a range of people and content in a virtual environment.
- 4.2 Examples of social media sites include Facebook, LinkedIn, Twitter, Instagram, YouTube and TikTok. The UK-SBA currently maintains a Facebook page and a LinkedIn page.
- 4.3 Social media allows individuals to network, communicate and collaborate with others with a share interest in a range of formats, such as text, pictures and videos.

- 4.4 'Interacting' on social media can include (but is not limited to) posting, commenting, liking, sharing or saving content.
- 4.5. 'Content' on social media can include (but is not limited to) text, photos, pictures, links, videos and documents.

## 5. Policy

- 5.1 Board members should clearly distinguish between their personal and professional social media accounts. When expressing personal views on social media, board members should make it clear that they are speaking on their own behalf and not on behalf of the UK-SBA.
- 5.2 Members of the UK-SBA Executive Committee, Marketing and Communications Committee and the Administrators will be given access to interact on social media via the UK-SBA's official social media accounts.
- 5.3 **When interacting on social media via the UK-SBA's official social media accounts:**
  - 5.3.1 Any information shared via the UK-SBA's social media accounts should be approved by no less than two members of the UK-SBA's Executive Committee.
  - 5.3.2 Board members should ensure that the information they share on social media is accurate and reliable.
  - 5.3.3 Board members should exercise caution when sharing third-party content, ensuring it aligns with the UK-SBA's values and goals.
  - 5.3.4 Board members should ensure all copyright laws and intellectual property rights have been respected when sharing or using content on social media platforms. They should properly credit the original creators and seek appropriate permissions when necessary.
  - 5.3.5 Board members should ensure the security and privacy of UK-SBA's social media accounts by using strong passwords, safe storage of passwords and enable two-factor authentication when possible. They should also be aware of privacy settings and regularly review them to protect their personal and professional integrity.
  - 5.3.6 **When interacting on social media in a personal or any other capacity:**
  - 5.3.7 Board members should always conduct themselves professionally on social media. They should be mindful of their role as representatives of the UK-SBA and the potential impact of their online presence on the organisation's reputation. They should never engage in personal attacks, insensitive or discriminatory behaviour. Disagreements or conflicts should be handled in a constructive and respectful manner.
  - 5.3.8 Any statements made using a non-UK-SBA account but concerning the UK-SBA should be qualified with the following statement: "This is my personal/professional account through which I express my own views and opinions, not those of the UK-SBA or its Board of Directors".
  - 5.3.9 Board members should not disclose any confidential or sensitive information related to the UK-SBA, its partners, stakeholders, or any matters discussed in board meetings or other confidential forums.

## **5.8 Responsibility of the Board**

The Board is responsible for:

- establishing a Social Media presence and culture that encourages compliance with this policy,
- monitoring compliance with this policy, and
- reviewing this policy on an annual basis to ensure the policy is effective.

## **6. Compliance with this policy**

- 6.1 If the Board has a reason to believe that a person subject to the policy has failed to comply with the policy, it will investigate the circumstances.
- 6.2 If a board member becomes aware of any violations of this social media policy by themselves or fellow board members, they should report it to the Executive Committee of the UK-SBA without delay.
- 6.3 If a Board Member is found to have violated this social media policy, the Board may take action against them. This may include seeking to terminate their relationship with the UK-SBA.

## **7. Review**

- 7.1 This policy will be reviewed as it is deemed appropriate, but no less frequently than every two years. The policy review will be undertaken by the Marketing and Communications Committee and approved by the Executive Committee.
- 7.2 This policy will be updated as necessary to reflect best practice and to ensure compliance with any changes or amendments to relevant legislation.
- 7.3 This policy was created and last reviewed in July 2023.

## **8. Contact**

- 8.1 Any enquiries in relation to this policy should be directed to the UK-SBA Administrator [admin@uk-sba.org](mailto:admin@uk-sba.org)