



Social Media Policy

1. Purpose and Objectives of Social Media Use

The Oxford Down Sheep Breeders' Association (ODSBA) utilises social media platforms to promote the Oxford Down breed, engage with members, and share news, events, and achievements. This policy provides guidelines on how we manage social media accounts, use personal data, and maintain the privacy and safety of our members.

This Social Media Policy should be read in conjunction with the Privacy Policy of the ODSBA. Members should refer to the Privacy Policy for more detailed information on how their personal data is collected, stored, and processed, as well as their rights under the **UK General Data Protection Regulation (GDPR)** and the **Data Protection Act (2018)**.

By engaging with the ODSBA's social media platforms, you consent to the terms outlined in both this **Social Media Policy** and the **Privacy Policy**.

Additionally, this policy is aligned with the **Charity Commission's guidelines**, ensuring that our social media activity upholds transparency, accountability, and the reputation of the ODSBA as a charity.

2. Platforms Used and Management

The ODSBA uses various social media platforms to build a community, share educational content, promote events, and engage with members and non-members. Content shared publicly is limited to:

- Events hosted by the ODSBA
- Promotion of the breed and registered flocks
- Sales of Oxford Down sheep
- Educational posts

- Membership updates
- Show and sale information
- Promotion of events
- Welcoming new breeders
- Sharing the achievements of the breed

Content shared on social media must comply with the principles of good governance outlined by the Charity Commission. This includes ensuring that all content reflects the values of the ODSBA, supports its charitable objectives, and does not bring the charity into disrepute.

3. Privacy and Consent

The ODSBA is committed to protecting the privacy of our members and stakeholders in accordance with the UK General Data Protection Regulation (GDPR) and the Data Protection Act (2018). We will not share any personal data (including images, videos, or other identifying information) without explicit consent.

- Photographic and Video Data:
 - Photographs and videos may be collected during events organised or attended by the ODSBA. We will use this data for publicity, promotion, and reporting purposes, in line with the lawful basis of legitimate interest under Article 6(1)(f) of the GDPR.
 - Consent will be obtained from individuals for any photos or videos featuring them, and special care will be taken when individuals under the age of 18 are involved. For minors, parental or guardian consent will be sought.
 - If you do not wish to be photographed or filmed at events, please inform the event organiser or a member of the ODSBA Council. We will make reasonable efforts to respect your wishes, but please note that in larger public events, this may not always be possible.
 - Data Retention:
 - Social media content (e.g., photos, videos, posts) will be retained for as long as necessary to fulfill its purpose, such as promoting events or documenting the breed. Once this purpose has been achieved, content will be removed or archived. Historical flock registration data may be retained in accordance with GDPR for legitimate interest in breed record-keeping.
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4. GDPR Compliance and Data Processing

- Lawful Basis for Processing:

The ODSBA processes personal data in accordance with the lawful bases outlined under GDPR:

- **Contractual Necessity:** Data required for membership and flock registration.
 - **Consent:** For marketing and publicity purposes, including the use of personal data on social media platforms.
 - **Legitimate Interest:** Retaining historical flock data and posting content related to breed promotion.
 - **Legal Obligation:** Data shared with statutory bodies like DEFRA, HMRC, and Companies House.
- Rights of Members:
Members have the right to:
 - **Withdraw Consent:** Members may withdraw consent for their personal data (including photos) to be used on social media at any time. This can be done by contacting the ODSBA.
 - **Right to Access, Rectification, and Erasure:** Members can request access to, correction of, or deletion of their personal data held by the ODSBA. Any request should be made in accordance with the Privacy Policy.
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5. Moderation of Social Media Content

The ODSBA reserves the right to moderate content posted on its social media platforms to ensure that it is in line with the Association's values. Content that violates any of the following will be removed:

- Hate speech, bullying, or harassment.
- Spam or irrelevant content.
- Content that violates the privacy of members or stakeholders.

Any content that is abusive, defamatory, or illegal will be reported to the relevant social media platform and handled in accordance with their guidelines. In case of a serious incident, the Chairman will be consulted before taking any actions.

The moderation of content aligns with the Charity Commission's requirement that charities should act responsibly in their public communications and protect the reputation of the charity.

6. Incident Reporting

In the event of a serious incident related to social media use (e.g., data breach, defamatory content), the following steps will be taken:

1. **Immediate Reporting:**

The incident will be reported to the relevant authorities, including the Charity Commission and the relevant social media platform.

2. **Public Statement:**

A public statement will be released, if necessary, to address the issue.

3. **Review:**

The ODSBA will conduct a review to assess the cause and put preventative measures in place. Professional advice will be sought if needed.

7. Training and Responsibilities

At least one nominated individual associated with the ODSBA will be responsible for the daily management of the Association's social media platforms. All social media content must be approved by the designated individual(s) before posting. If a new member or nominated individual(s), whether part of the Council or not, gains access to the social media accounts, they must undergo training to ensure they are proficient in managing the accounts in line with the Association's social media policy and comply with relevant legislation, including the Online Safety Bill (2021). This ensures that all online interactions are conducted safely and responsibly, and in compliance with both the law and the Charity Commission's guidelines for charity governance.

8. Members Posting About the ODSBA on Personal Social Media

While members are encouraged to share positive and relevant content about the ODSBA, it's important that they do so in a way that aligns with the organisation's values and reputation. Members are personally responsible for the content they post on their own social media platforms, but when discussing the ODSBA, the following guidelines should be observed:

- Maintain Professionalism:
Posts about the ODSBA should reflect a professional tone. Members should avoid sharing content that could be considered inappropriate, offensive, or damaging to the reputation of the Association.
- Clarify Personal Opinions:
When expressing personal views, members must make it clear that they are speaking for themselves and not on behalf of the ODSBA. To avoid confusion, members should include a disclaimer such as: *"The views expressed here are my own and do not reflect those of the ODSBA."*
- Respect Privacy:
Members should avoid sharing sensitive or confidential information about the ODSBA, its members, or activities. Posts that disclose internal discussions or personal details

without permission can compromise the privacy of others and violate the trust placed in the Association.

- No Harmful Content:
Members should not post any content that may harm or undermine the ODSBA's reputation, including negative comments about the organization, its members, or its partners. Constructive criticism should be addressed in private, not through public social media channels.
 - Social Media Engagement:
If members choose to engage in discussions related to the ODSBA on their personal social media, they should do so respectfully and professionally. Offensive language, personal attacks, or hostile interactions that could reflect poorly on the ODSBA are strictly discouraged.
 - Branding and Logos:
Members should not use the ODSBA logo, branding, or any other intellectual property (unless specifically authorised) in their personal social media posts.
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9. Third-Party Platforms

The ODSBA utilises third-party platforms (e.g., Facebook, Instagram), in line with its GDPR obligations and in a way that maintains the public trust as outlined by the Charity Commission, for content distribution. While the ODSBA takes reasonable steps to protect personal data, we cannot guarantee the privacy practices of third-party platforms. Members should review the privacy policies of these platforms before engaging with content posted by the ODSBA.

10. Contact

For any queries or to exercise your rights under this policy, please contact:

The Secretary, Oxford Down Sheep Breeders' Association
e-mail: secretary@oxforddownsheep.org.uk

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