

Social Media Policy

Jaffna Central College Old Boys and Girls Association - UK Branch





Introduction:

The extensive growth of social media in recent years has made it an integral part of our daily lives. Many of us maintain personal profiles on platforms such as Facebook, Twitter, and LinkedIn, and engage in communication through apps like WhatsApp and Instagram.

At JCC OBA-UK, we have established our presence on various social media platforms, including Facebook, our official website. While the flexibility, informality, and broad reach of social media are undeniably appealing, it is crucial for JCC OBA-UK members to distinguish when their personal use may impact the organisation.

This policy aims to provide clear guidelines on the acceptable use of social media, emphasising the responsibility each member bears when engaging on these platforms, both personally and professionally. It also outlines the potential consequences for non-compliance, ranging from disciplinary action to dismissal.

Definition:

Social media can be defined as ‘websites and applications that enable users to create and share content or to participate in social networking’. This includes electronic communications such as emails.

As social media is a fast-moving environment, this policy covers all social media platforms and is not limited to those specifically named in this document.

Purpose:

The purpose of this Social Media Policy Code of Conduct is to guide members of the JCC community in using social media responsibly and respectfully. It ensures that online activities reflect the College’s values and protect the reputation of our trustees and executive committee members. The goal is to maintain a positive, respectful online space that upholds the College’s image and the integrity of our community.



The Do's and Don'ts of using social media:

There are some very simple do's and don'ts we expect you to observe whenever you use social media. These apply whether you are using it for purposes related to JCC UK OBA or in a personal capacity that could impact JCC UK OBA / Jaffna Central College. Breaching these guidelines is a serious matter and could lead to disciplinary action, up to and including dismissal.

DOs	DON'Ts
Act in the Best Interests of JCC UK OBA: Ensure your posts reflect positively on the organisation and uphold its mission.	Avoid Actions That Harm JCC UK OBA's Reputation: Do not post content that could bring the organisation into disrepute or harm community relationships.
Engage Respectfully: Be courteous, respect diverse opinions, and maintain a positive tone in discussions.	Do Not Post Offensive Content: Avoid sharing comments or images that are discriminatory, harassing, or otherwise offensive.
Share Accurate Information: Post only verified information to maintain the credibility of JCC UK OBA and Jaffna Central College.	Do Not Share False or Unverified Information: Avoid posting any content that is inaccurate, misleading, or unverified, as it could harm the credibility and reputation of JCC UK OBA.
Respect Copyright: Do not use copyrighted material, including logos, images, or content without permission.	Do Not Cause Embarrassment: Avoid posting anything that could embarrass JCC UK OBA, Jaffna Central College, or the community.
Protect Privacy: Safeguard sensitive information and avoid sharing personal or confidential details.	Do Not Spread Rumours or Speculation: Avoid sharing rumours or speculative content that could misinform others or damage the reputation of JCC UK OBA.
Promote the Mission: Ensure social media activity aligns with JCC UK OBA's goals, fostering meaningful engagement.	Do Not Share Outdated Information: Ensure that all information you share is current and relevant to avoid confusion or misinformation.

By following these guidelines, JCC UK OBA members contribute to a respectful, positive, and impactful online presence that supports the organisation's values and mission.



Suspension and /or removal of a member:

Where a committee member is found to be constantly bringing the OBA into disrepute by his actions the Executive committee will have the powers to suspend the member from the committee by a 2/3 majority vote. Any such suspension would be after a written warning. Similarly, the same above rules would apply to an ordinary / life member and where the members in question continue to carry out the above offence their membership could be revoked by a simple majority at an AGM/SGM.