**Social Media Policy and Procedure Document – Draft 7 July 2020**

**From Party Website**

**Code of Conduct: Social Media Policy**

All codes of conduct and NEC statements form part of the agreed relationship between individual Labour Party members, and set the minimum code of conduct expected by the Party of all its members.

**National Executive Committee Statement**

A starting point for all our actions as members of a party and a movement is to treat all people with dignity and respect. This applies to all our dealings with people, offline and online. Everyone should feel able to take part in discussion about our party, country and world. We want to maximise this debate, including critical discussion, as long as it does not result in the exclusion of others.

Abusing someone online is just as serious as doing so face to face. We stand against all forms of abuse and will take action against those who commit it. Harassment, intimidation, hateful language and bullying are never acceptable, nor is any form of discrimination on the basis of gender, race, religion, age, sexual orientation, gender identity or disability.

Any member found in breach of the policies will be dealt with according to the rules and procedures of the Labour Party.

We wish to build a diverse movement that reflects the whole of society, so should always consider how our actions and words may limit the confidence or otherwise exclude either those less knowledgeable than ourselves or those already under-represented in politics. Those with privilege, whether due to their volume of experience, party position or status in society should have regard to how their actions may be felt by those in different circumstances to themselves.

It is perfectly possible to have vehement disagreements without descending into personal abuse, shaming people or exhibiting bullying behaviour. Forcefully made points and criticisms of the political views of others are totally legitimate, personal attacks are not. Debates amongst party members should be comradely, acknowledging that whatever our diverse views, we are one party with shared goals. Derogatory descriptions of the positions of others should be avoided.

Anonymous accounts or otherwise hiding one’s identity for the purpose of abusing others is never permissible.

The use of sexualised language or imagery, and unwelcome sexual attention or advances are not acceptable, nor is the publishing of others’ private information without their explicit permission.

We should not give voice to those who persistently engage in abuse and should avoid sharing their content, even when the item in question is unproblematic. Those who consistently abuse other or spread hate should be shunned and not engaged with in a way that ignores this behaviour.

We all have a responsibility to challenge abuse and to stand in solidarity with victims of it. We should attempt to educate and discourage abusers rather than responding in kind.

We encourage the reporting of abusive behaviour to the Labour Party, administrators of the relevant website or social media platform, and where appropriate, to the police. This is a collective responsibility and should not be limited to those who have been subjected to abuse.

Trolling, or otherwise disrupting the ability of others to debate is not acceptable, nor is consistently mentioning or making contact with others when this is unwelcome.

**Principles for the Labour Party’s use of Social Media**

1. We are direct, confident and proud in what we have to say – we speak boldly and with clear intention.
2. We are clear about our position and our policies, and will give our members and supporters the language and tools to disseminate these.
3. Collectivism is at the heart of what we do. Our members and supporters are crucial to all our achievements and their contributions, from door knocking to online activism, are valued and acknowledged.
4. We seek to break down the wall that creates ‘us’ and ‘them’. When we say ‘we’ that means the whole movement and those who share our values, not an exclusive group.
5. We want debate and discussion to flourish on our channels and will encourage feedback wherever appropriate.
6. We make legitimate criticisms based on policy and political actions, never making personal attacks.
7. We use accessible language and avoid jargon that could exclude or alienate.
8. We put the stories and experiences of the public first. We prioritise the issues that affect people in their everyday lives, rather than providing news for insiders.
9. We are inventive and innovative with our digital strategy and that means experimentation. We need people to be open-minded to change and encourage us to offer the best digital experience possible – even when that means trial and error.
10. We know that not everyone will agree with us. Constructive criticism is welcome, but we want to create a welcoming space for our supporters, so if comments become abusive we will report them.

**Member’s Pledge**

In joining the party, every member agrees to our Member’s Pledge, which you can read in full below. Members agree to act within the spirit and rules of the Labour Party, which can be read in full in our rule book, and our codes of conduct – all of which can be found below. These rights and responsibilities are of the utmost importance and are reviewed regularly by the NEC; the Labour Party’s ruling body.

**The member’s pledge**: *I pledge to act within the spirit and rules of the Labour Party in my conduct both on and offline, with members and non-members and I stand against all forms of abuse.*

*I understand that if found to be in breach of the Labour Party policy on online and offline abuse, I will be subject to the rules and procedures of the Labour Party.*

**Rules and Codes of Conduct**

Every person is entitled to feel safe from harm and prejudice, which the Labour Party’s codes of conduct enforce. Below are the Labour Party’s codes of conduct that all members agree to adhere to, as well as information regarding provisional membership and the complete Labour Party rulebook. If you have any questions regarding the welfare of members, supporters or members of the public, or would like to make a complaint to the party, you can get in touch below.

**Barrow & Furness CLP on Social Media**

**Websites:**

**CLP Official website:** <https://www.furnesslabour.co.uk/>

**DASA Official website:** <https://www.dasalabour.org.uk/>

**Facebook Pages:**

**CLP Page:** <https://www.facebook.com/BarrowandFurnessLabourParty>

**DASA Page:** <https://www.facebook.com/LabourDASA/>

**Ulverston & RF Page:** <https://www.facebook.com/Ulverston-and-Rural-Furness-Labour-Party-1721419881409881/>

**Barrow Borough Councillors Page:** <https://www.facebook.com/BBLabourCouncillors/>

**Facebook Groups:**

**CLP Members Private Group :** <https://www.facebook.com/groups/BarrowandFurnessCLPMembers/>

**CLP Members Private Group Unofficial:** <https://www.facebook.com/groups/172322540125409/> - John Clark set this up, and is only admin, needs taking down.

DASA Members Private Group: <https://www.facebook.com/groups/1578076695562829/>

**Instagram:**

**CLP:** <https://www.instagram.com/furnesslabour/>

**Twitter:**

**CLP**: <https://twitter.com/barrowclp>

**Barrow Borough Councillors:** <https://twitter.com/bcouncillors>

**Procedures**

**Questions to answer:**

* Who is an admin on groups and pages
* What are their roles
* The Admins post as themselves and not CLP?
* How are complaints dealt with?
* Outline CLP disciplinary procedure for members

**Starting points for Procedures**

**Ownership:**

The CLP shall own all websites, social media pages/groups and email addresses. Domains should be registered to Barrow & Furness Constituency Labour Party at 22 Hartington Street. If this isn’t the case domains and emails should be transferred to the CLP.

**Overview:**

All CLP online platforms should help campaign and highlight the CLP and National Party message. Communications should be clear, and fit with the current campaign message as agreed by the Campaign Forum and the Social Media Officer.

**Possible role outlines:**

**Admins:** The CLP Chair, Secretary & Social Media Officers should be admins on all CLP online platforms. The Chair and Secretary will be purely administrative roles and not deal with the day to day running of platforms. The CLP SM Officer will be in control of all online platforms following set procedures contained in this document. There will be 2 other volunteer admins on each platform that report to the SM Officer and deal with the management of the platforms and getting a clear, concise Labour message out to the world.

The SM Officer reports to the CLP EC and works within campaign teams to deliver our message.

Branches are responsible for their own online platforms but as CLP members follow the same procedures as the CLP.

**Moderators:** Any number of moderators on social media are allowed. They report to the SM Officer and main admins on each platform.

**Security:**

All platforms will have passwords stored in Dropbox on a locked spreadsheet, with access shared by CLP Chair, Secretary, SM Officer only with a backup on the CLP Office computer.

Admins of particular platforms should have passwords available to them for that platform. Moderators will have no access to passwords.

All passwords are not to be shared outside the above people. Passwords will be changed after each AGM or when a new Officer or admin is appointed. Accessing a platform if not a delegated Officer/Admin is against CLP rules and will be dealt with according to Labour Party disciplinary procedure.

**Social Media:**

* **Daily posting and engagement:** Admins should post clear, joined up messages across social media and are managed by the Social Media Officer.
* **Daily customer service:** Admins can reply to questions as they come in or pass on the enquiry to the appropriate Officer. If in any doubt let the Social Media Officer deal with it
* **Strategy and planning:** Will be in line with the CLP communication strategy and campaign teams. The Social Media Officer will pass down this to admins.
* **Crisis response:** If there is any crisis then this should be reported directly and straight away to the Social Media Officer. The Officer will then take it to the appropriate EC Officer to deal with.
* **Social media training:** Regular training will be given to admins and occasional training to members in using Social Media.

**Complaints:**

All complaints about content should be directed to the admin team.

The admin team will the matter, discuss and make a team decision and communicate the decision to the complainant. If the matter involves another member the admins will mediate to try and sort the matter in an amicable way. Safeguarding concerns will be taken into consideration at all times. All communications will be considered confidential.

If the complainant feels the matter is not resolved they should then write to the CLP Secretary to take the matter to the CLP Executive Committee.

If the matter is not resolved here then the matter can be taken to the National Complaints team.

**Behavioural Issues of Party Members:**

If a Party member acts in any manner that breaks the Party social media rules they will be written to by an admin (after consulting with the other admins) and warned about their behaviour. The communication will say why they are being contacted, asked to curtail that behaviour, and given notice of next steps if they carry the behaviour on.

If the member breaks the social media rules again within 12 months of the first warning they will be banned for 30 days from that platform. This will be communicated to them by the admin team.

If after a 30 day ban the member carries on with the behaviour, within a 12 month period, a lifetime ban will be put in place. This will be communicated to them by the admin team.

All communications will be signed off by the admin team and dated and logged with the CLP Secretary who will keep accurate records of all communications. These records will be kept for 2 years and then deleted.

If the member wants to appeal a decision, they can write to the CLP Secretary, or a trusted EC Officer if the Secretary is involved in the matter and the EC will decide if the decision will stand. No decisions should be made without getting both sides of any dispute.

The member can take up the matter with the National Complaints team if they are unhappy with the outcome of any decision. At this point it becomes a National Party rather than CLP matter.

**Behavioural Issues of Members of the Public:**

Members of the public will be treated with the same respect and under the same standards as Party members. If they act in any manner that breaks the Party social media rules they will be written to by an admin (after consulting with the other admins) and warned about their behaviour. The communication will say why they are being contacted, asked to curtail that behaviour, and given notice of next steps if they carry the behaviour on.

If the person breaks the social media rules again within 12 months of the first warning they will be banned for 30 days from that platform. This will be communicated to them by the admin team.

If after a 30 day ban the member carries on with the behaviour, within a 12 month period, a lifetime ban will be put in place. This will be communicated to them by the admin team.

All communications will be signed off by the admin team and dated and logged with the CLP Secretary who will keep accurate records of all communications. These records will be kept for 2 years and then deleted.

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The member can take up the matter with the National Complaints team if they are unhappy with the outcome of any decision. At this point it becomes a National Party rather than CLP matter.

**Officer and Admin behaviour**

All officers and admins representing the CLP will follow the Party Social Media Policy and treat everyone with respect and consideration as laid out in the members pledge.

Officer’s and Admins can express personal opinions on private member groups and it shall be a given that this the case unless expressly stated. If commenting as the representative of the CLP they should use the page to do this and be certain that they are representing the views of the CLP.

**All Members**

CLP members should at all times follow the National Party Social Media Policy and behave as a representative of the CLP and the wider Party.