

The South Atlantic Medal Association (1982)

SOCIAL MEDIA POLICY

Policy Number	22
Document Owner	SAMA (82)
Ratifying Body	Board Of Trustees
Policy Lead	Alan Dodsworth
Available (upon approval) to	Members and Volunteers
Next Scheduled Review Date	25/06/2029

POLICY CONTEXT & REQUIREMENT

This policy has been developed to protect the organisation, employees, trustees, membership and volunteers by ensuring that there is a clear and effective set of rules for the use of social media

Version Control				
Version	Author	Status	Date	Change Detail
1.0	Alan Dodsworth	Implemented	25/06/2024	N/A
1.1	Alan Dodsworth	Implemented	19/08/2026	New Front Page, Policy Lead & Version Control
2.0	Alan Dodsworth	Implemented	29/09/2026	The addition of Facebook user rules at section 6 and sanctions at section 7

1. Purpose

- 1.1 This policy sets the standards of usage that all users should adhere to when accessing the SAMA 82 social media platform.
- 1.2 It should be understood that users have legal obligations when posting on social media, to ensure that published posts:
 - 1.2.1 are not harmful to others,
 - 1.2.2 are not in breach of current UK law including:
 - 1.2.1 UK GDPR (General Data Protection Regulations);
 - 1.2.2 Privacy (misuse of private information or a person's right to privacy);
 - 1.2.3 Copyright Law (the copying, distribution, adaption or displaying of intellectual Property);
 - 1.2.4 Defamation Law (the protection of reputation from harmful statements)
 - 1.2.5 Equality and Human Rights Law including discrimination, victimisation, and harassment;
 - 1.2.3 are consistent with current SAMA 82 policies and interests;
 - 1.2.4 do not harm the aims or reputation of SAMA 82, directly or indirectly.

2. Background

- 2.1 Social media is an online medium that allows people, groups and organisations to communicate with each other. The term describes a range of online platforms that make communication interactive and engaging. Social media users can use its channels to provide information, give their opinions, and engage in conversations.
- 2.2 Information and communication on social media channels can also be re-shared with others within and across different social media platforms. Popular sites such as Facebook, X (formerly known as Twitter), LinkedIn, Tik Tok and Instagram are now widely used means of communication. Other examples include forums, blogs, and dedicated support groups and communities.
- 2.3 Communication mediums on these platforms include written text, videos, sound recordings, and images.
- 2.4 SAMA 82 social media access is restricted to Members only and access control and content is administered and monitored by its staff and Trustees.

3. Primary purpose

- 3.1 SAMA 82 social media presence is to provide a platform for members to converse on all things related to The Falklands Conflict of 1982, SAMA 82 operations and activities, military items of interest and to allow members to communicate with each other in a friendly and courteous manner.

4. Conditions of Use:

- 4.1 Know the rules: Be mindful of the legal statutes listed above, and the policies of SAMA 82.
- 4.2 Be respectful: Always be fair and courteous to fellow members, staff and Trustees of SAMA 82. Avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening, intimidating, disrespectful or disparaging.
 - 4.2.1 This includes anything that causes harassment or bullying on the basis of race, sex, disability, religion or any other status protected by UK law or SAMA 82 policy.
- 4.3 Be Clear: Should you express an opinion online that may not be shared by others or SAMA 82, but invites comment, add "views expressed are my own".
- 4.4 Use Good Judgement: Always be mindful that what you share online is in the public domain and as such remains permanent. So be careful, you are responsible for your posts and any consequences that may ensue.
- 4.5 Proceed with caution: Always think things through before you post. You may encounter negative posts about individuals and or SAMA 82. Please try not to respond to these. The

situation can escalate quickly. If you feel that the post is inappropriate, report it to the Administrators.

4.6 Be yourself: We always want to hear your thoughts, speak as if you were talking to someone in person, welcome other reactions, it is OK to disagree as long as it is done courteously.

4.7 Promotion & Sales: Promotions and sales are restricted to SAMA 82 aims and operations.

5. Administration of Social Media

5.1 SAMA 82 reserve the right to remove any posts that it deems inappropriate or falls outside of the remit of this policy or SAMA 82 aims and operations.

5.2 They also reserve the right to remove any users from our system if they are found to be in contravention of this policy.

5.3 Any posts which are felt to contravene these conditions can be reported via the 'Report Post' link or by emailing sama@sama82.org.uk

6. The use of the Association's Facebook page

6.1 Facebook should be a safe and respectful environment; responsible behaviour is crucial to fostering a community where users can engage meaningfully.

6.2 The page exists purely for the membership to get in touch with each other and share their experiences of the conflict and discuss SAMA (82) and other Falklands related events.

6.3 It should **not** be used to discuss the running, management and administration of the association. This should be raised with the Company Secretary (sama@sama82.org.uk) who will then disseminate it to the appropriate person.

6.4 Prohibited Content and Activities

6.4.1 The discussion of the running, administration or management of SAMA (82).

6.4.2 Hate speech.

6.4.3 Bullying, harassment and continual coordinated harm. Cyberbullying can scar lives and could cause more damage than you could ever know.

6.4.4 Violence and graphic content.

6.4.5 Nudity and sexual content.

6.4.6 False and misleading information.

6.4.7 Intellectual property violations.

6.4.8 Doxing. The act of providing personally identifiable information about an individual or organization, without their consent, with the intention of harassing or causing distress to the victim.

7. Sanctions for the contravention of rules

7.1 Any user found in contravention of the rules will:

7.1.1 Firstly, be suspended from the Facebook page for a period of one month.

7.1.2 Following this period, the user will be reinstated but their post will have to be approved by the administrator, for a further period of one month.

7.1.3 Another instance of contravention either during the 2-month period stated above or subsequent to it, the user will be suspended again.

7.1.4 Following the second suspension, the matter will be discussed by Trustees, and the user will either be reinstated (with a warning) or removed from the Facebook page.

7.1.5 Following the warning, should any further contravention occur, the user will be removed from the page.

7.1.6 The user has a right of appeal, in writing to the company secretary. This will then be considered by the trustees.