



SLSA Media Policy

Purpose of the Policy

It is not uncommon for trustees and other board members to have personal and professional social media profiles, blogs and websites and it is not the purpose of this policy to dictate or limit the use of media in these capacities. It does, however, provide a set of guiding principles which should underpin the use of media – including email communications – by board members/trustees as relating to the promotion of the work of the SLSA.

Applicability of the Policy

The principles contained in this policy will apply to trustees and board members of the SLSA who are using social media or email to undertake work on behalf of the SLSA, or otherwise promote or discuss aspects of the SLSA's work. A non-exhaustive list of what this may include, for instance, is:

- The duties of the Social Media Officer, such as: managing membership of the SLSA Facebook group, managing content on the SLSA Facebook page and SLSA Twitter feed.
- The duties of the Blog Editor and Web Editor, such as: managing content on the SLSA blog and websites.
- Trustees associating themselves with the SLSA through posts, tweets, or online biographies.
- Trustees discussing or answering questions about the SLSA's work through media profiles or email other than official SLSA web profiles.

SLSA conference messaging and websites are also covered by this guidance.



1. Security

The relevant passwords and log-in information for the SLSA's web profiles and social media accounts should be kept securely by the relevant trustee(s) who manage these accounts.

This includes:

- SLSA Twitter profile, Facebook page, Facebook group – Social Media Officer
- SLSA Blog – Social Media Officer and Web Editor
- SLSA Website – Web Editor and Newsletter Editor
- Mailchimp – Social Media Officer, Web Editor and Newsletter Editor

2. Speaking about and on behalf of the SLSA

Trustees may associate themselves with the SLSA, promote the work of the organisation, and discuss non-confidential aspects of this work through media platforms or by email. When trustees are associating themselves with the SLSA or are otherwise promoting or discussing the work of the organisation, they should use media in a manner which is in line with the Trustee Code of Conduct and aligned with the core values of the organisation, which are underpinning commitments to the advancement of education, research, teaching, and knowledge in socio-legal studies. These core values should be interpreted broadly and in the spirit of inclusivity with which they are intended, but should specifically exclude any communications that might be viewed as:

- In any way disparaging or defamatory about the SLSA, its membership, its trustees, or the broader socio-legal community that it aims to promote
- In any way discriminatory, harassing or bullying towards an individual or group
- Taking an explicitly political stance, or intervening in ongoing disputes such as industrial action

When using official SLSA web accounts and social media profiles, the Social Media Officer, Web Editor and Newsletter Editor should also pay additional care and due regard to the fact that they are speaking as the SLSA and not as individuals. These official accounts should also be used in a manner which is in line with the Trustee Code of Conduct and aligned with the above-mentioned core values.

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If trustees see content which is disparaging or reflects poorly on the SLSA, they should refer this to the Social Media Officer, Web Editor, Chair or Vice-Chair, so that any appropriate action may be taken.

Change Record

Date of Change:	Changed By:	Comments:
16/12/20	EKD	Policy approved by the Trustees