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Area Association Member of the BBKA

CORNWALL BEEKEEPERS' ASSOCIATION

Charity Number 298470 www.cbka.co.uk

Social Media Policy

Revision 1

13th November 2023



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1. Introduction

The Cornwall Beekeepers' Association uses various social media platforms to deliver its content to members and the general public. Platforms include, but are not limited to Facebook, Instagram, YouTube, Twitter and Zoom.

The CBKA welcomes members and non-members alike to publish posts relating in some way to beekeeping.

2. Disclaimer

The content of posts published on CBKA social media platforms represents the opinion of the contributor and does not necessarily reflect the views and opinions of the CBKA. The CBKA does moderate posts and comments in line with this requirement.

The CBKA promotes beekeeping conversation and debate on its various forums as long as they comply with the basic requirements. Failure to do so will involve the post being removed, up to and including removing any contributor to the group(s). Contributors should follow the protocol below:

- Posts or comments shall not be inflammatory to any specific individual or organisation
- Posts and comments should be polite, disagreements should focus on the subject and not the person
- Posts or comments considered to be libellous to the CBKA or to anyone else will be removed at the CBKA's discretion.
- Aggression, vulgar or otherwise threatening language to anyone on these platforms will result in an instant and permanent banning from our forums. We do not allow abusive remarks on our forums, no matter what the target.
- First offences to these requirements may result in feedback to correct behaviour of the contributor.

The CBKA reserves the right to admit, and to remove, anyone on the various social media platforms for breaking of any rules.

The CBKA reserves the right to temporarily or permanently mute contributors who consistently break these rules.

If a complaint is made by any member or non-member in regards to the behaviour of another, these reports will be taken seriously and investigated for accuracy by the CBKA Council, from there an appropriate response will follow.

The decision of the CBKA Council is final in all matters relating to social media.



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3. Code of Conduct: Facebook Group Users

3.1. Purpose

The purpose of the Facebook User Group is to provide a platform for CBKA members and other beekeepers to discuss topics and ideas relevant to the CBKA, its publications, website, policies, events and other CBKA related activity.

3.2. What the site expects of contributors

Contributors are expected to be polite and respectful towards all forum users including the Forum Moderators and CBKA volunteers.

- To avoid disagreements and disputes
- To have one account only
- They do not post anything that:
 - Brings the CBKA or its staff into disrepute
 - Breaches confidentiality, data protection or copyright
 - Offends or insults
 - Encourages, supports or promotes illegal activity
 - Uses or encourages derogatory comments
 - Uses the CBKA's brand or visual identity in a damaging way
- That any claimed "facts" are backed up by science/direct experience
- An understanding that this is an adult group so is moderated at that level
- The views expressed in this group are those of the individuals who post them and do not represent an "official" CBKA stance unless expressly stated
- All views are welcome, but courtesy is key: avoid the use of derogatory language at all times. The site represents all levels of experience and has a growing group with hundreds of members
- Contributors should take every opportunity to educate the general public about honeybees, beekeeping and pollinators, understanding that Beekeeping is an exceptionally complex subject

3.3. The site moderators will:

- Review, post and respond to comments in a timely manner
- Welcome constructive criticism
- Read all comments posted
- Moderate (delete) negative views without positive suggestions
- Block users who violate the rules as set out
- Delete all posts which include any form of advertising or promotion
- Have the final say in modifying, interpreting, and enforcing this Code of Conduct
- Act in a professional manner when engaging with users online. We will direct any individual discussions offline using a non-public communication route

3.4. The site moderators will not:

- Allow adverts or links to blogs or commercial sales sites except where these form a valid part of a discussion; we will not include posts from beekeeping business pages, business profiles or advertise private beekeeping courses. These will be deleted



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- Respond to every comment because we do not have the resources to do this
- Respond to customer support issues and will not post these comments to their blogs.
- Post comments that are spam, inappropriate, defamatory, use profanity, or otherwise violate our policies or Terms of Use

4. Review of this policy

This policy will be reviewed on a regular basis to bring it in line with any regulatory changes. Any changes we may make to this policy in the future will, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to this policy.