

# Use of Social Media

## Policy Statement

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### 1. Introduction

1.1 Websites and applications that enable users to create and share content or to participate in social networking are changing the way we communicate with each other as individuals and the way the UKMT communicates with young people, our customers and other organisations.

### 2. Volunteers and staff

2.1 The online conduct of volunteers is covered by the policy governance and related policies set out in section 4.

2.2 You are personally responsible for the content you publish. Please remember that everything you publish could be visible to the world for a very long time. If you are about to publish something that makes you even slightly uncomfortable, think again.

2.3 Please remember that people may associate you with the UKMT whether or not you are writing on behalf of the UKMT and, as such, regardless of the privacy settings you have on your own personal social media accounts, everything you post may reflect on the UKMT. Please bear this in mind when posting.

2.4 You should not disclose any information about others without their express permission. However, it is acceptable to share information already published by others.

2.5 You should feel free to publicise forthcoming UKMT events and competitions but please do not publish any material that may compromise the integrity of our competitions.

2.6 You may only publish photos or videos or audio clips or from any other media that have been taken in accordance with the Child Protection Policy.

### 3. Staff acting on behalf of the UKMT

3.1 UKMT social media accounts should be authoritative sources of information on UKMT activities, and on mathematics education more generally. You should always comply with University of Leeds policies on the use of social media.

3.2 Many young people and teachers may prefer to use social media to contact us and you should accommodate this. You should also always be friendly, approachable and happy to help. You should respond to enquiries in a timely manner, just as you would with email, telephone or postal enquiries. Bear in mind that your responses may be visible to the public.

3.3 We should aim to follow UKMT volunteers and schools participating in UKMT activities, especially when the school's mathematics department has its own account.

3.4 For non-routine enquiries, or enquiries of a mathematical nature, the usual process of consulting a relevant member of staff or volunteer should be followed. It is important that we maintain a reliable and authoritative presence online.

#### **4. Policy Governance and Related Policies**

4.1 This Policy is owned by the UKMT's Risk and Compliance Committee and will be reviewed and recommended for approval to the Board of Trustees.

4.2 This policy statement should be read alongside all our other policies, procedures and related documents: <https://ukmt.org.uk/what-we-do/policies>