



WE REMEMBER SUBMARINERS

Social Media Policy

Why do we need a social media policy?

As We Remember Submariners continue to grow, it has become evident that guidelines and boundaries need to be established with regards to what is permitted to be published and posted on our social media platforms.

Who does this policy apply to?

This policy applies to **all** users of WRS Social Media Platforms, including the:

- Founder, Chairman, Patron, Trustees, The Management team, Ambassadors, CTB Coordinators and
- Members of We Remember Submariners
- Members of all social media platforms.

What social media platforms does this policy apply to?

Facebook

- We Remember Submariners
- Friends of We Remember Submariners

LinkedIn

Twitter

Instagram

Permitted Posts

WRS welcomes polite, respectful, submarine related posts, that portray the charity in a positive light and serve to raise awareness of the work of the charity. These include, but not exclusively:

- Advertising of WRS branded merchandising by the online shop.
- Advertising of fund-raising events, supporting WRS.
- Submarine posts of historical interest.
- Facebook notices of Crossings the Bar. These are only to be posted on **We Remember Submariners** – and then only with the permission of the family.

Prohibited Posts

- Disparaging or defamatory statements about the charity, its members, or officials
- Discriminatory, bullying or harassment of an individual or group.
- Posts that are personal in their nature. These should be posted on personal accounts.
- Foul language will not be tolerated.
- Political posts of any sort. This is not a political platform.
- Advertising of any non-WRS merchandising.
- Posts liable to bring the charity into disrepute.

Infringements

Anyone seeing content on social media that disparages or reflects poorly on the charity should refer this in the first instance, to the Chairman. chairman@we-remember-submariners.com

Any breach of this policy may lead to the author being removed from the group and/or action being taken under the charity's disciplinary policy.