

THE SPIRITUALISTS' NATIONAL UNION

Social Media Code of Conduct

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A Quick Reference Guide for Members, Volunteers, Ministers, Tutors, Students, Staff and Officials

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Important Notice

This document is intended as a summary guide and quick reference to support the responsible use of social media by those associated with the Spiritualists' National Union (SNU).

It is designed to complement, and not replace, the SNU Social Media Policy.

All members, volunteers, Ministers, tutors, students, staff, trustees, committee members and others acting on behalf of, or associated with, the Union are expected to read, familiarise themselves with and comply with the full SNU Social Media Policy.

Where there is any uncertainty, conflict or question of interpretation, the full Social Media Policy should take precedence.

This guide highlights the key principles and expectations contained within the policy but does not reproduce all provisions, responsibilities or procedures in full.

For detailed guidance regarding safeguarding, moderation, confidentiality, governance, artificial intelligence (AI), copyright, complaints, disciplinary matters and other important considerations, please refer to the full SNU Social Media Policy.

By participating in SNU-related social media activity, individuals acknowledge their responsibility to act in accordance with the full SNU Social Media Policy and any other relevant SNU policies, procedures and codes of conduct.

The Social Media Policy should be read alongside other relevant SNU policies, including (but not limited to):

- Safeguarding Policies and Procedures
- Data Protection and Privacy Policies

- Equality, Diversity and Inclusion Policies
- Staff and Volunteer Codes of Conduct
- Student Codes of Conduct
- Complaints Procedures
- Governance and Disciplinary Procedures

These documents work together to ensure that the Union's online spaces remain safe, respectful, inclusive and aligned with the charitable purposes and values of the Spiritualists' National Union.

Why This Matters

Social media is an important way of communicating, sharing information and engaging with others.

Every post, comment, image, video or interaction contributes to how the Spiritualists' National Union, the wider Spiritualist movement and each of us as individuals are perceived.

This guide provides a summary of the expectations contained within the SNU Social Media Policy.

The Golden Rule

Communicate online in a manner that reflects positively on yourself, the Spiritualists' National Union and the wider Spiritualist movement.

If in doubt, pause before posting.

Do

✔ Be Respectful

- Treat others with courtesy, dignity and kindness.
- Respect differences of opinion.

- Engage in discussion constructively and in good faith.
- Focus criticism on issues, decisions or actions rather than individuals.
- Remember that disagreement does not justify disrespect.

✔ Be Accurate

- Check facts before sharing them.
- Verify information where possible.
- Correct mistakes promptly and transparently.
- Avoid speculation, rumours and unverified allegations.

✔ Be Positive

- Celebrate the achievements of members, churches, centres, districts and volunteers.
- Share information that supports the aims and charitable objectives of the Union.
- Promote learning, understanding and engagement.
- Help create welcoming and constructive online spaces.

✔ Respect Privacy and Confidentiality

- Protect confidential information.
- Obtain appropriate consent before sharing photographs, recordings or personal information.
- Respect the privacy of members, students, volunteers, staff and the public.
- Follow data protection requirements at all times.

✔ Follow Safeguarding Guidance

- Always comply with the latest SNU safeguarding policies and procedures.
- Exercise caution when interacting online with children, young people and vulnerable adults.
- Report safeguarding concerns through the appropriate channels.
- Remember that safeguarding responsibilities apply online as well as offline.

For safeguarding guidance visit:

www.snu.org.uk/safeguarding

✔ Think Before You Post

Before posting, commenting, sharing or reacting, ask:

- Is it true?
- Is it respectful?
- Is it necessary?
- Is it lawful?
- Does it reflect positively on the Union?
- Would I be comfortable if this remained publicly available indefinitely?

Don't

✘ Don't Be Abusive

Do not:

- Bully, harass or intimidate others.
- Make personal attacks.
- Use threatening, discriminatory or offensive language.
- Engage in behaviour intended to provoke conflict or hostility.

✘ Don't Share Confidential Information

Do not publish:

- Internal discussions.
- Safeguarding matters.
- Complaints or disciplinary matters.
- Personal information without consent.
- Information that is not yours to share.

✘ Don't Spread Rumours

Avoid:

- Gossip.
- Unverified allegations.
- Speculation presented as fact.
- Deliberately misleading information.

✘ Don't Hijack Discussions

Whilst members are welcome to raise concerns and express opinions:

- Keep comments relevant to the topic being discussed.
- Avoid repeatedly posting the same grievance across unrelated posts.
- Avoid derailing discussions, announcements or positive stories with unrelated disputes.
- Use appropriate complaints, governance and feedback procedures where necessary.
- Respect moderation decisions.

✘ Don't Repost Removed Content

Do not:

- Repeatedly repost comments that have been removed.
- Circumvent moderation decisions.
- Use multiple accounts or other methods to continue discussions that have been closed or moderated.
- Repeatedly post content that has previously been removed for breaching policy requirements.

✘ Don't Attack Moderators, Volunteers or Officials

Do not:

- Personally attack moderators, administrators or volunteers carrying out their responsibilities.
- Harass or intimidate those responsible for managing SNU social media channels.
- Encourage others to target or attack individuals acting on behalf of the Union.
- Assume that disagreement with moderation decisions justifies abusive behaviour.

AI and Social Media

When using AI tools:

- Do not upload confidential information.
- Do not upload safeguarding-related information.

- Do not upload photographs of members, Ministers, tutors, speakers, mediums, demonstrators, students or others without appropriate consent.
- Remember that some AI platforms may obtain rights or licences over content submitted to them.
- Verify any AI-generated content before publishing it.
- Ensure that AI-generated content does not mislead or misrepresent reality.

You remain responsible for any content created, generated or shared using AI technologies.

Raising Concerns

The SNU welcomes:

- Questions.
- Feedback.
- Constructive criticism.
- Respectful challenge.
- Honest discussion and debate.

The purpose of moderation is not to suppress opinions but to maintain safe, respectful and constructive spaces for discussion.

Members are encouraged to:

- Raise concerns respectfully and factually.
- Seek clarification before making assumptions.
- Utilise the Union's established governance, complaints and feedback procedures where appropriate.
- Engage in discussion in ways that contribute positively to understanding and accountability.

Useful Contacts

Communications

SNU Communications Officer - Kyle Pedley
Kyle.pedley@snu.org.uk

Safeguarding

SNU Safeguarding Manager - Gemma Faraway
gemma.faraway@snu.org.uk

www.snu.org.uk/safeguarding

Head Office

SNU Operations Manager - Steve West
steve.west@snu.org.uk

A Final Thought

The Spiritualists' National Union values respectful discussion, constructive challenge and positive engagement.

Every member, volunteer, student, Minister, tutor, trustee, officer and supporter plays a role in shaping how the Union and the religion of Spiritualism are perceived by others.

Before posting, commenting, sharing or responding online, ask:

"Am I helping to promote understanding, respect and the positive advancement of the Spiritualists' National Union and Spiritualism?"

If the answer is yes, your contribution is likely to be a positive one.