**ALT Media Policy**

**Purpose of the Policy**

It is not uncommon for individuals 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 trustees and others as relating to the promotion of the work of the ALT.

**Applicability of the Policy**

The principles contained in this policy will apply to trustees of the ALT, observers at Board of Trustees meetings and members of ALT sub-committees and working parties who are using social media or email to undertake work on behalf of the ALT, or otherwise promote or discuss aspects of the ALT’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 ALT Facebook group, managing content on the ALT Facebook page and ALT Twitter feed;

• the duties of the Blog Editor and Web Editor, such as: managing content on the ALT blog and websites;

• trustees associating themselves with the ALT through posts, tweets, or online biographies;

• trustees discussing or answering questions about the ALT’s work through media profiles or email other than official ALT web profiles.

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

**1. Security**

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

• ALT Twitter profile, Facebook page, Facebook group, Linked In page – Social Media Officer

• ALT Blog – Social Media Officer and Web Editor

• ALT Website – Web Editor and Newsletter Editor

• Mailchimp – Social Media Officer, Web Editor and Newsletter Editor

**2. Speaking about and on behalf of the ALT**

Trustees may associate themselves with the ALT, 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 ALT 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 ALT, which are underpinning commitments to the advancement of, for the public benefit, the development, study, understanding, use and reform of the educational aspects of law and its teaching. 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 ALT, its membership, its trustees, or the broader legal and academic communities 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 ALT 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 ALT 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.

If trustees see content which is disparaging or reflects poorly on the ALT, 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:** |
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|  |  | **Policy approved by the Trustees** |
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