

British Numismatic Society: Social Media Policy

February 2nd 2025 – v2b

The British Numismatic Society was founded in 1903 and is a registered charity (No. 275906). The Society is established for the benefit of the public through the encouragement and promotion of numismatic science, and particularly through the study of the coins, medals and tokens of the peoples of the British Isles and Commonwealth and the United States of America, and of such territories as may at any time be, or have been, subject to their jurisdiction. The Society's activities include arranging monthly lectures, one-day conferences and other educational events for its members, publishing a journal, special publications and internet resources including an extensive blog and the Medieval Coin Hoards of the British Isles database, and making grants to individuals, groups and institutions in support of its objectives.

1. Why do we have a social media policy?

The British Numismatic Society (BNS) exists to promote the study and understanding of British numismatics. Social media can be a powerful communication tool to support this mission.

This social media policy serves to create appropriate controls and guidelines for trustees (i.e. Council members) and members using social media as representatives of the BNS. It also seeks to mitigate reputational or legal risks associated with the use of social media.

2. What are our objectives in using social media?

We use social media for a range of purposes, including to:

- raise the profile of the Society and strengthen its reputation
- publicise its meetings, publications and activities
- widen engagement with our members, the majority of whom are not able to attend meetings, by extending access to the activities of the Society
- attract new members by reaching a wider audience than we are able to through our own communication channels
- participate in online discussions about British numismatics

3. What social media platforms do we use?

The largest social media platforms in the UK are Facebook, Instagram, Twitter/X, Tiktok, Snapchat and LinkedIn.¹

¹ Statista, Most popular social media platforms in the UK, by usage reach, Q3 2023

Of these, the Society has an account on:

- Twitter/X, @britnumsoc

The Publicity Officer may propose to open accounts in the name of the Society on social media platforms where we do not have a presence; in that case, they should notify Council before doing so to explain the rationale and planned activity on the new platform(s).

4. How will we use our social media platforms?

The Council members of the Society are all volunteers, and so we are mindful to use social media platforms in a way that does not create heavy demands on time.

- We will use the Society's social media accounts only to publish, like and share posts relating to the activities of the Society or to British numismatics.
- The posts we publish will be confined to text and and/ or photographs.
- We will respond to comments that are relevant to the subject of the post.
- We will not host or moderate discussions or online forums.

We will measure and report on reach (how many people see posts) and engagement (how many people interact with them) metrics for the Society's social media accounts on an annual basis. We will do this in accordance with relevant UK laws on data processing, including GDPR and the Data Protection Act 2018, and in line with the Society's Privacy Policy, which governs our use of data. We will report reach and engagement metrics on an aggregated basis only (i.e. including no identifiable individual information).

Members of the Society may post on social media platforms in support of the objectives in section 2, but they must never claim to be speaking on behalf of the Society as a whole.

All activity on the Society's social media accounts must adhere to the Society's Safeguarding code of conduct, which specifies our safeguarding responsibilities towards children, young people and vulnerable adults.

5. How do we manage access to our social media accounts?

The Publicity Officer is responsible for the day-to-day publishing, monitoring and management of the Society's social media accounts, in accordance with the guidelines in section 4. The Website Officer may publicise material published on the Society's website. No other member is permitted to post content on the Society's accounts without the permission of the Publicity Officer.

In addition, the Secretary of the Society will keep a record of the passwords for each social media account.

6. How will we manage complaints and criticism on social media?

The nature of social media means that complaints and criticism are visible. Not acting on them promptly could be detrimental to the reputation of the Society. The Publicity Officer will regularly monitor the social media platforms in which the Society participates for any comments that could cause reputational damage, and any members who see such comments should notify the Publicity Officer.

In the event that a post or comment made from one of the Society's own accounts has the potential to cause reputational damage, we may choose to delete it. Only the Publicity Officer and the Secretary may delete such posts or comments, and the Publicity Officer should not do so before consulting the Secretary.

Any abusive comments made by a third party in response to social media posts made by the Society should be reported to the Publicity Officer, who may at their discretion report them to Council, at the meeting immediately following the incident, if the abuse creates a material reputational risk to the Society.

7. How will we keep this social media policy updated?

The Publicity Officer is responsible for maintaining and updating this policy. It will be reviewed regularly (at least every two years) to check it is working effectively and fits the needs of the Society. Any proposed changes to the policy must be approved by the Council.