## RNIB Online Community Engagement Policy

This policy is specifically referring to RNIB’s Facebook Groups, although the principles can be applied to RNIB’s other social media platforms.

#### Purpose

We welcome honest, friendly and open conversations in our Facebook groups.

These groups provide supportive, safe environments where people affected by sight loss can share their story, ask questions, get advice, share information and talk about the issues that matter to them.

#### Group Moderation and Support

Each Facebook group is moderated by at least one RNIB employee. Staff moderators are supported by volunteers. The Moderators names can be found in the ‘About’ section of each group.

The Moderators’ role involves approving members into the group, ensuring comments don’t break the group rules, providing relevant information and acting as an ambassador of RNIB.

The groups are moderated between 9am-5pm on weekdays.

To report a post please either message a moderator directly to flag an issue, or click the drop down arrow on the post in question, then click “report this post to group admins” and select a reason. To report a comment that breaks the group rules, please click the 3 dots next to the comment, then click “report this comment to group admins”.

#### Safeguarding

Concerns about safeguarding should be reported to a Moderator who will then follow the RNIB Safeguarding Policy.

#### Safety

RNIB is unable to verify information provided by members and therefore we advise exercising caution if members choose to meet up outside the Facebook group.

We encourage all members to ensure their online privacy and security settings are up to date - the getsafeonline.org website has lots of information.

If anyone is concerned about another member of the group, they should contact a group Moderator.

#### The Group Rules

The Group Rules can be found in the About section of the group. They will also be posted into the group by a Moderator at least every 12 months as a reminder.

1. Be kind and courteous - we encourage debate and discussion, but all group members have a responsibility to create a welcoming environment. It’s important that everyone feels respected and able to join in.

2. No bullying or unkind comments – swearing, discriminatory or derogatory comments of any kind will not be tolerated. Members must not post anything which is likely to provoke, attack or offend others.

3. Respect everyone’s privacy – you can describe another person’s situation, but do not post identifiable information about them, such as their name, address, contact details, or photos of them. Do not impersonate someone else.

4. Make the group great – stay on-topic, no spam, self-promotion or irrelevant links.

5. No comments which break the law or condone or encourage unlawful activity (this includes breach of copyright, defamation and contempt of court).

6. Look out for each other - do not describe or encourage activities which could endanger the safety or wellbeing of others.

7. No comments about individuals or organisations (including RNIB and its staff) that are untrue or could legally compromise the member who posts.

8. Members should only join groups where they have a strong geographic connection.

If a post/comment breaks the Group Rules, or is not in keeping with the purpose of the group, a Moderator will remove it.

Usually, the Moderator will explain to the member why the post was removed and remind the member of the group rules. Repeated rule breaking will lead to removal from the group. If a comment is especially offensive or damaging, the group member will be removed immediately from all RNIB Facebook groups. This decision will be made by the Moderators and/or the Social Media Manager.

### Further Support and Advice

For any further questions, ideas or concerns please email RNIB’s Social Media Team at socialmedia@rnib.org.uk.

Questions, comments and complaints regarding RNIB should be directed to RNIB’s Helpline 0303 123 9999.

### Version Control

This is version 4 effective from January 2020 written by Katherine Hughes, Social Media Manager and approved by Jessica Eaton, Head of External Comms.

This policy will be reviewed annually or as required.