National Association for the Teaching of English

Email: admin@nate.org.uk   Website: www.nate.org.uk   charity number 313157

Social Media Policy

This policy was approved by NATE's Development and Management Team (including Trustees) on 25th September 2020. This policy will be reviewed annually.

This is the statement of general policy and arrangements for The National Association for the Teaching of English

The Trustees have overall responsibility for the policy.

The Director, Jonathan Morgan, has day-to-day responsibility for ensuring the policy is put into practice.

This policy applies to all NATE Trustees, Management, Working Groups, employees and contractors.

"Social media" applies to platforms such as Facebook, Twitter, LinkedIn, and Instagram

Why we have a policy

We must all act in the best interests of NATE, representing the charity with integrity and in line with the Equality and Diversity Policy.

When you use a personal or a NATE-managed account, you should take note of these dos and don'ts:

- do make it clear in social media postings that you are speaking on your own behalf (unless you are posting as part of your role).
- do pause and reflect on potential impact before sending
- do check that your posting is likely to be approved by NATE Trustees and Management
- do not post disparaging or defamatory statements about the organisation or its stakeholders.
- do not post comments about sensitive business-related topics, such as performance.
- if you see content on social media that disparages or reflects poorly on the charity you should refer this to the Director or Chair.
- do not post anything that could be considered discrimination against, or bullying or harassment of, an individual
- do ensure that any post associated with NATE is measured, appropriate and avoids personal attack

And, finally, if you are contacted by the press or social media for a comment you should refer to the Director/Chair.

National Association for the Teaching of English Social Media Guidelines

Disclaimer	Have you included a disclaimer relevant to the method used? For example, our Twitter bio should state that likes/retweets do not indicate support.
Advice and guidance	If you are unsure, ask the Chair of the most relevant Education Committee for specific guidance.
Political views	Whilst NATE is independent of political influence and fulfils its mission by maintaining an independent voice in critiquing educational policy and practice, it needs to be able to maintain a potentially effective working relationship with whichever government is in Parliament at the time.
Background	Before tweeting/liking, do some due diligence. Who else does the person follow, and what sort of thing s have they tweeted in the past? If you're unsure, the best thing to do is leave it.
Data protection	Have you thought through the implications of sending this information by email?
Approval	Do you need approval from the Chair/Director/Management to share it? You should check to see if approval already exists, or is needed.

Social Media platforms

NATE owns the following social media channels.

Twitter   @NATEfeed

Facebook   @nationalassociationfortheteachingofenglish

Website: nate.org.uk

Target Audience

Primary
Secondary
A level
Tertiary - Higher Institution,
CPD/Community

Content

Content composition.

- content to promote the works of NATE and generates leads. Content under this category will centre on who we are, how we operate (the services we provide) and why join NATE
- content from other sources that align with NATE's aims and values, usually targeted at each audience – Primary, Secondary, A levels, Tertiary/Higher Institution & CPD, Community.
- content to engage followers directly, either through asking questions, answering questions, responding to comments, or reposting user-generated content.

Planned content

a) Curated articles,

Example: IllumiNATEs, VfCs, Book Reviews, excerpts from TE articles, excerpts from NATENEWS

Image/graphic/Videos,

Updates/news stories/Events/Conferences/Festivals/anniversaries

b) User-generated content.

Personal interactions and responses to questions

Retweeting tweets

Content structure.

Messages will be edited or aligned to fit each platform. For example, remembering to use words like 'like' for Facebook and 'Retweet' for Twitter.

Some key Twitter addresses

@frankcottrell_b

@lemnsissay

@KateClanchy1

@MichaelRosenYes

@ideasfoundation

@EMCUK

Hashtags: some examples of approved hashtags include:

#Readingforpleasure

#EnglishAssociation

#childrenspublishers

#poetry

#Bookreview

#bookawards

#englishteacher