

Morris Minor Owners' Club Social Media Policy

1.0 Scope of Policy

- 1.1 This policy provides guidance for officers, members and employees of the Morris Minor Owners Club (MMOC) on the protocols and use of social media in connection with the business and development of the MMOC.
- 1.2 The document also establishes the minimum standards of conduct and behaviour expected of all MMOC officers, staff and committee members, whilst conducting MMOC business on social media AND when acting in a personal capacity on their own or other social media pages.
- 1.3 All members of the MMOC, who act in any capacity whatsoever at national, regional or local level are seen as ambassadors and advocates for the MMOC. As such their conduct and behaviour MUST remain at the highest levels of politeness, tolerance and respect regardless of provocation or seeming just cause.

2.0 Definition(s) of Social Media

- 2.1 For purposes of this policy, the term social media should be broadly understood to include blogs, micro-blogs, wikis, message boards, chat rooms, online forums, electronic newsletters, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.
- 2.2 For the purposes of this policy, the term social networking includes all types of posting on the internet, including, but not limited to the following social networking sites, e.g. Facebook, Instagram, Twitter, SnapChat, blogs, bulletin boards, chat-rooms and the club website forum pages. It also includes posting of video on such media including YouTube. This policy also extends to any and all new social networking sites that the MMOC may choose to use in the future.

3.0 Policy Rationale

- 3.1 The MMOC recognises that members, officers and employees will want to engage in social networking. The use of social media and networking applications allows us to be in almost instant contact with a huge audience via the internet. There are many advantages to this, but these must be balanced with our duties and obligations to the MMOC, our friends, and colleagues to uphold and protect the MMOC's reputation and name in good standing.
- 3.2 The increasing use of the MMOC's social media presence, via Facebook etc., provides an ability and an opportunity to communicate with MMOC members, as well as non-members (who are, nonetheless, enthusiasts) and other like-minded people. But it also places an

obligation and duty upon MMOC officers, members, social media users (whether paid up members of the MMOC or not) and employees, both legally and morally, not to use such media irresponsibly. In doing so, individuals may be risking legal action, as defamatory or slanderous media postings carry the same penalties in law as the written word.

3.3 The Directors of the MMOC expect and require all officers, staff and committee members to accept the need to behave with propriety, and, in all communications acting both as an agent of the MMOC, speaking or writing on behalf of the MMOC, whether on official MMOC sites or in their own personal sites or webpages, to uphold and maintain the highest standards of language and good manners in all communications. The use of profanities and socially unacceptable terms and crude or offensive language is deemed completely inappropriate in all circumstances and has no place in our activities.

3.3 The MMOC has, over many years, been proud to exist solely to further interest in, and appreciation of, the post war Morris Minor in all its variants. As such, the club is, and remains completely apolitical. The MMOC welcomes its members from all sectors of society irrespective of their personal lifestyle choices, beliefs, gender, their cultural history, background or sexual preferences.

4.0 Policy Statements

When posting items to social media members, officers and employees should follow the rules and guidelines outlined below.

4.1 Posting to an MMOC social media page

4.1.1 All posts to any current or future MMOC social media pages by any author, whether MMOC member or not, should be written in a respectful and professional manner and should not, in any way, bring the MMOC into disrepute. *This prohibits the use of terms or vernacular that are universally considered offensive in any posts, private text messages or other communications.*

4.2 Posts must not discredit the MMOC or any individual or supplier.

4.2.1 Posts via social media or the internet should not air complaints or grievances, whether in relation to club services, trade/supplier experiences or complaints against individual members or officers of the MMOC.

4.2.2 If a member or non-member has a complaint against an officer of the club, the complainant should follow the complaints procedure outlined in Appendix A (attached).

4.2.3 In respect of complaints against professional trades or service suppliers, The MMOC has existing procedures in place within the club for discussion and resolution of any problems, disputes or complaints should they arise. This process is publicly outlined in Minor Matters.

4.3 Posts by Officers/National Committee members and employees

4.3.1 Should an Officer, National Committee Member or employee of the MMOC wish to post comments on MMOC social media pages, they are free to do so PROVIDED that the content posted reflects the position of the MMOC in respect of the matter under discussion or is written in such a way as to fairly uphold the principles and intentions covered by this policy.

4.4 Posts by Officers/National Committee members and employees that diverge from MMOC views

4.4.1 Should an Officer, National Committee Member or employee of the MMOC wish to post comments/views on MMOC social media pages that are counter to, or in opposition to, the views of the MMOC, or reflect a position that breaches the MMOC's wish to remain neutral in all matters not related to the purposes of the existence of the club, that Officer must make it absolutely clear that they are posting their own personal views and not those of the MMOC and are in no way connected with their duties for the MMOC. The officer must still observe the protocols on the respectful use of language and decorum outlined above.

4.5 Personal responsibility for posts

Officers posting in this way remain personally responsible for their post(s) and any implications arising from it. In all other circumstances, a failure to clearly declare that the views expressed are the individual authors personal views, may result in sections of this policy being enforced and any sanctions as deemed appropriate by the Directors of the MMOC or their agents being applied.

5.0 MMOC Social Media – Rules

5.1 To assist all officers, members/non-members and employees and to promote the use of MMOC social media pages in a positive and constructive manner, the following guidelines/rules apply:

- Prior to responding to any post, think about what you are posting on the club forum, MMOC Facebook pages etc. either via the written word or in picture form. Items that are disrespectful, rude, are unsuitable for a family audience, contravene the law, such as health and safety regulations, the rules of the MMOC or anything that could be taken amiss or misinterpreted by the members of the general public must be avoided.
- Be aware that using material from any copyrighted source, without permission, is likely to breach copyright.

- You have a duty and a responsibility not to cause distress to any individual in your personal postings. Your social networking is subject to all the policies and rules of the Owners' Club and any other written policy or procedure.
- All officers, members and employees have the right to refuse a friend request without repercussion.
- If you wish to join an MMOC social media page, you will be asked to agree to abide by a series of rules before you will be accepted. Once accepted, you agree to behave in a manner consistent with the aims outlined in this policy. Please be mindful that we moderate our pages closely and your membership of the page, and the club could be put at risk if you continually post comments and views that are in breach of the agreement you have made or the terms of this policy
- In all MMOC social media pages, the page moderators have the full backing of the Directors of the MMOC and the National Committee and have the delegated powers to act in accordance with this policy at all times.
- Any approach by members of the press or media regarding this or any club policy or procedures should be referred to the correct club official or to any National Committee member.
- Be polite - posts will be visible to the public. MMOC sites are family focussed sites. If you wouldn't want what you are posting said to you, it's not acceptable for you to say it to others.
- No swearing or name calling. Profanity, threats, discriminatory nicknames, harassment, bullying, racist or derogatory language in any form will not be tolerated.
- The MMOC is an open and tolerant classic car club that welcomes all sectors of society into membership regardless of background, age, cultural background, class, disability, ethnicity, gender, sexual orientation, gender reassignment, faith and language
- The MMOC stands in opposition to any and all situations and environments which place members at a disadvantage and will challenge bigotry, misogyny and discrimination.
- Never be defamatory - you should assume that you will be held legally accountable for anything said online in the same way as if you wrote it in print or said it publicly. Subject to the clauses of this policy that relate to members of the National Committee above, the Club will not be held liable for your personal view.
- We strongly advise all officers, members and employees of the MMOC to avoid replying instantly to challenging or troubling posts by others. A delay for you to compose your thoughts, calm down and consider the right response is advised at all times and in response to all posts.
- Members must not use Owners' Club Social networking sites for any political purposes.
- Blocking a Moderator on any Social Media platform is not permitted and will see the person removed from the group without exception.

5.2 As an MMOC member, officer or non-member - who uses the official MMOC social media pages, your failure to comply with the spirit, intention and rules of this policy may render you

liable to disciplinary action including, but not limited to permanent banning from MMOC social media pages, restrictions on use of MMOC social media and possible loss of your membership of the Morris Minor Owners' Club and expulsion therefrom.

- 5.3 The Club reserves the right to remove any material without warning and without explanation, which, in the view of the moderators, National Committee or Directors, may adversely affect the Club's integrity or reputation or creates a risk of legal proceedings.
- 5.4 The club reserves the right to modify, update and amend this policy from time to time as the need arises. The policy will be subject to continual annual review by the Directors and National Committee of the Morris Minor Owners Club.

6.0 Private messaging/text messaging/WhatsApp

- 6.1 This policy requires all who act in any capacity on behalf of the MMOC, to accept and agree to adhere to the highest standards of communication at all times. We are, and remain officers and ambassadors of and for the MMOC at all times. The high standards we expect of our officers and all MMOC members who act in any form of official capacity, extend to any and all posts/messages on private messaging services and other forms of text messaging services such as Messenger and WhatsApp and any subsequent providers of similar services.
-

Appendix A

Dispute Resolution Procedure

In the event of a dispute between the author of a post placed on an MMOC social media page, message board page or any MMOC publication not covered directly by the MMOC complaints policy, the moderators/admin of that particular site/page shall use the following process to resolve the dispute.

General complaints about an officer or employee of the Morris Minor Owners Club

1. If you wish to complain about an officer or employee of the Morris Minor Owners Club, you should do so, in writing, to the secretary of the MMOC. If your complaint is about the Secretary of the MMOC, you may write to the Director of Development. In all cases you should clearly explain the nature of your complaint.
2. We will acknowledge receipt of the complaint in writing within 48 hours and will take all reasonable steps to investigate the complaint within a reasonable timescale. We will communicate with you every 14 days to update you on progress and will write, at the conclusion of the investigation with our decision.

MMOC Forum/Message Board

1. If you wish to complain about any post within the MMOC forum/message board pages, you should click the Report button above and to the right of the post in question. This will send an alert to Admin and the Moderators. A moderator will look at the post and make a decision accordingly and, if necessary, send you a reply.
2. If you are unsatisfied with the decision that has been made by the moderator, you can send a Private Message to Admin and he/she will take a look, and reply to you and the moderator.
3. If you are still unsatisfied, you may write to the club chairman who will have a final look, and make a final decision. In the event that your complaint is about a post made by a moderator or forum admin, you may write once to the club chairman directly.
4. In all situations, the Chairman's decision is final and binding. No further correspondence will be entered into and the matter will be considered to be closed.
4. Anyone not following this sequence, or who repeatedly challenges the decision made, will be subject to the possibility of being suspended from the board either temporarily or permanently.

MMOC Social Media Pages

1. If you wish to complain about a post on an MMOC Social Media page, you should, in the first instance, e mail or Private message (PM) the page admin.
2. The page Admin will either deal with the complaint personally or ask an approved moderator, not connected with the post in question, to rule on the acceptability of that post.
3. If the moderator upholds the validity of the complaint, the post will be removed.
4. If the moderator dismisses the complaint, and leaves the post in situ, the original complainant may write or PM the site Admin for a second opinion.
5. If the page admin upholds the original complaint, the post will be removed.

6. If the page admin dismisses the complaint, and leaves the post in situ, and upholds the decision of the independent moderator, the original complainant may write in the final instance to the MMOC Chairman who will rule on the matter. The Chairman's decision is final and binding. No further correspondence will be entered into and the matter will be considered to be closed
-

Appendix B

MMOC Message Board/Forum Terms and Conditions (21.03.2022)

You agree, through your use of the MMOC forum, that you will comply with the posting guidelines outlined in this agreement.

You also agree not to post in violation of any International or UK law.

You also agree not to post any copyrighted material unless you own the copyright or you have written consent from the owner of the copyrighted material.

Spam, flooding, advertisements, chain letters, pyramid schemes, and solicitations are also forbidden on this website.

You also agree by submitting or uploading any materials to our forums, you represent and warrant that you are the owner of such materials and by that action grant the MMOC a perpetual, royalty-free, irrevocable, nonexclusive right and license to use and reproduce any such material for display on the site or a derivative created from the site

While the administrators and moderators of the MMOC forums will attempt to remove or edit any generally objectionable material as quickly as possible, it is impossible to review every message. Therefore you acknowledge that all posts made to these forums express the views and opinions of the author and not the administrators, moderators or webmasters (except for posts by these people) and hence will not be held liable.

You remain solely responsible for the content of your posted messages.

You agree to indemnify and hold harmless the owners of this forum, any related websites to this forum, its staff, and its subsidiaries.

The owners of this forum also reserve the right to reveal your identity (or any other related information collected on this service) in the event of a formal complaint for legal action arising from any situation caused by your use of this forum.

When registering, you must provide a valid e-mail address in order to be approved or to e-mail your password should that be necessary. (Changing your password or e-mail address automatically forces our software to e-mail it to you for verification.)

Your IP address must not be hidden or masked. If you are hiding behind a masked IP Address your account will be deleted without any questions. Your E-mail addresses will be blocked from view to protect your privacy, but will be available to the administration.

You can elect to receive e-mails in your personal settings. To prevent abuse, members are allowed only one registered account per person [exceptions apply with permission].

In the case that you lose your password and cannot retrieve it automatically, please use the "I Forgot my Password" link or contact us with your login details; we will reset your password for you. Please DO NOT create a new account. Any duplicate accounts we discover may be merged together or may be deleted without warning.

Appendix C

The Morris Minor Owners Club Facebook page (21.03.2022)

<https://www.facebook.com/groups/morrisminors>

Group rules from the admins

ALL ADVERTS MUST INCLUDE A PRICE AND A LOCATION PRIVATE adverts are allowed in this group, plus ads from traders *currently advertising in Minor Matters* only. However this is a discussion group and admins will limit numbers of adverts as needed at their discretion.

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required. We have an absolute zero tolerance rule on swearing - repeat offenders will be removed.

Give more to this group than you take. Self-promotion, spam and irrelevant links aren't allowed. If you're coming here to promote your counterfeit logo T shirts, don't waste your time - we usually find and block you in literally a couple of minutes

By using this group you agree that all posts are SOLELY the opinions of their contributor and do not reflect the opinion of the club. If you see content that is objectionable please report it to Admin

Blocking Admins/Mods is typical behaviour of spammers, trying to prevent Admins seeing and deleting posts that break the rules. Members may not block Admin/Mods

Club members please use the procedure outlined in Minor Matters for disputes and do not post negative comments here. If you are not an MMOC member we are unable to help.

Unwarranted comments disparaging traders are not 'banter', they are damaging to hard working businesses reputations, and can be libellous. We do not permit such posts in our group and offenders will have their posts removed or bans for repeat offenders.

Appendix D

Morris Minor Series 2 Register MMOC (21.03.2022)

<https://www.facebook.com/groups/1565882983632968>

Group rules from the admins

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.

Appendix E

Morris Minor Series MM (21.03.2022)

<https://www.facebook.com/groups/139924039959670>

No posted rules

Appendix F

MMOC Young Members

<https://www.facebook.com/MMOCYM>

No posted rules