Speak to the Future Social media strategy

S2F believes that an active presence on social media will help us to connect to our stakeholders, raise the profile of the importance of all languages within our diverse communities, and strengthen the messages from our campaign.

We are committed to listening to our supporters and to keeping in touch with all those who care about what we are doing and have an interest in helping us to promote the objectives of the campaign.

We know that social media are a very effective means of reaching the public nationally and internationally. Currently published figures show that Facebook has over a billion users; YouTube is the second largest search engine; and Twitter has over 271 million active monthly users globally.

Our objectives for using social media are:

- To promote key messages about the value of all languages and diverse cultures
- To share good news stories about languages generally and about the campaign
- To listen to stakeholders, to identify priorities and to better understand current needs
- To raise awareness of policy matters relating to languages in schools and universities
- To provide channels of communication for all of our stakeholders to connect with one another and exchange information
- To provide a vibrant community for all those in public and private life who champion languages and seek to advance language capability in business, in education and throughout our society as a whole

Code of Conduct for users of social media

Expectations in the use of S2F social media channels:

S2F encourages freedom of expression and healthy debate in all areas of our activities. If readers have questions or issues of substance, they are warmly invited to raise them through our online social media channels.

Our social media channels are not moderated. However, S2F believes that the normal rules of social etiquette should apply to online etiquette.

We agree in principle with the guidance outlined in Debrett's online manners guide which says: "Make it a general rule that you will never say anything online that you wouldn't be able to articulate directly, face to face. Do not use the technology as a shield, masking your true feelings and personality. So always write polite emails, and never send messages (on social networking sites, chatrooms, SMS etc.) that contain intemperate language or sentiments that you would never normally express in your everyday life. Don't be an online bully: threatening and haranguing people you can't see, who can't fight back."

We expect all users of our social media channels to behave in accordance with 5 key principles:

1. Treat all users with respect and courtesy

2. Keep messages constructive, focused and professional, even when expressing a difference of opinion

3. Communicate clearly. Remember that not all readers have English as a first language

4. Respect the privacy of information of other users and do not reveal personal or professional information from other users that is not already in the public domain

5. Respect the intellectual copyright of other users and always cite sources and references appropriately

Dealing with detractors

We understand that being active in public life and having a presence on social media may mean attracting a range of responses and reactions from general readers. If readers have valid complaints, they are advised to follow our Complaints Procedure and let us know how we can help to resolve matters and/or improve the running of the campaign.

There may be instances, however, where individuals do not have valid complaints and take advantage of public access to the site to make derogatory posts. S2F has drawn up a list of unprofessional behaviours, which we will not accept from users.

These include posting comments which are:

- Disrespectful, defamatory, abusive or obscene
- Fraudulent, deceptive or misleading
- Frequent and repeated, with the intent to cause offence or disharmony, including tweets and retweets
- Personally offensive or threatening to individuals, including S2F staff members, volunteers and supporters
- Written with intent to offend\anger\enrage other persons, so that they will send a flaming email in reply
- In violation of any intellectual property rights
- Promoting other channels or websites or content considered spam

If a user is found to have breached one or more of these rules of conduct, consequences range from a verbal or written warning from a member of the Board of Trustees, or, for persistent violations, their account may be blocked with immediate effect.

S2F officials and members of the Board of Trustees reserve the right to decide whether users have violated the Code of Conduct.

3 February 2015