National Navigation Award Scheme (NNAS)

Social Media & Networking Policy and Procedures

Version	Date	Author	Type
V1	06/01/23	Lisa Atkinson	First Draft
V1.1	18/03/2025	Jane Howie	Review, formatting, addition of Night Owl
V1.2	19/09/2025	Lisa Atkinson	Final Version signed off

At NNAS, we recognise the importance of social media in today's interconnected world. Social media platforms offer valuable opportunities for communication, engagement, and promotion of our programs, including the Navigator Award, the Outdoor Discovery Award, the Tutor Award, and NNAS Night Owl. However, it is essential that all individuals associated with NNAS, including staff, volunteers, providers, course directors, candidates, and members, adhere to the following social media guidelines.

Our various social media profiles (Facebook, X, Instagram etc.) are part of a conversation between real people and represent an important part of how we communicate with our community. Because of the nature of our content, we have guidelines in place on what is appropriate interaction.

Code of Conduct

We work diligently to post accurate, timely, relevant content. We respond to feedback with respect and courtesy, and request our providers, clients and followers do the same. It is the responsibility of everyone involved with the NNAS to:

1. Refrain from publishing critical comments about other navigation services, providers and awarding bodies and/or any controversial or potentially inflammatory subjects.
2. Under no circumstances should hostile or harassing communications be made in any posts or other online communications. Harassment is any offensive conduct based on a person`s race, sex, gender identity, national origin, colour, disability, age sexual orientation, veteran status, marital status, religion or any other status protected by law.
3. Providers should identify all copyrighted or borrowed material with citations and links. When publishing direct paraphrased quotes, thoughts, ideas, photos or videos, give credit to the original publisher or author.
4. Only post photographs or film in which clients or other participants can be identified by any means if you have their consent to do so. If any of the subjects are aged under 18 then this permission must be from their parent of guardian.
5. Refrain from posting content which may be:

    a. spam or links to sites not associated with the NNAS Community

    b. off topic issues

    c. illegal activity

    d. particular services, products, or political organisations

    e. infringement of copyrights or trademarks

    f. personally identifiable information

    g. Information that may compromise the safety, security or proceedings of public systems or any criminal or civil investigations.

6. The NNAS will be responsible for reviewing responses to online posts and resolving any concerns before they are posted.

We encourage our community to share content with us such as photos and stories of their NNAS experiences, but we reserve the right to ban repeat offenders who do not observe our Code of Conduct.

The NNAS's promise to our social media followers

At all times the Providers, Board, staff, volunteers and employees of the NNAS will:

- be Professional
- be Responsible
- be Credible
- be Responsive

All responses from the NNAS will come through our official accounts and reflect the views and position of the organisation. Comments or opinions expressed by individuals on their personal or private social media do not represent the NNAS or its directors, officers, staff, volunteers, or employees.

We are committed to fostering an online space that is respectful, inclusive, and empowering for everyone. If you see content that does not align with these values, please let us know so we can address it promptly.

Facebook 'Liking'

- The NNAS does not automatically 'like' or follow back organisations or individuals who 'like' it
- The NNAS may 'like' relevant organisations including government agencies, NGB's and other parties where there is a clear link in communicating and receiving information
- The NNAS will generally not follow individuals unless they are known in a professional capacity and satisfy the business rule above

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- Being 'liked' by the NNAS does not imply endorsement of any kind.

As part of account maintenance and monitoring the NNAS regularly reviews pages and groups it has 'liked'. This may result in removal of the 'like'.

X 'Following'

- The NNAS does not automatically follow organisations or individuals who follow it
- The NNAS may follow relevant organisations including government agencies, NGBs and other parties where there is a clear link in communicating and receiving information
- The NNAS will generally not follow individuals unless they are known in a professional capacity and satisfy the business rule above
- Being followed by the NNAS does not imply endorsement of any kind.

As part of account maintenance and monitoring the NNAS regularly reviews accounts it is following. This may result in unfollowing accounts.

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Re-posting: Reactive re-reposting

The NNAS may occasionally be asked to re-post content from other X users. It will consider these requests on a case-by-case basis but generally aim to honour such requests from:

- Our Training Providers
- Charities and Not for Profit Organisations
- Partners and affiliated organisations

In the interests of commercial propriety and competitiveness the NNAS will generally not re-post content from profit-making organisations unless we have a partner or collaboration agreement in place.

Comments

If you have any questions concerning the operation of any social media site for the NNAS please contact

info@nnas.org.uk

We do our best to respond to comments as quickly as possible, but sometimes there are delays as we depend on a volunteer board and part-time staff.

Please be patient with us as we do what can to improve the experience of all of our providers, clients and friends. Thank you for your understanding and support in making our discussions online a productive and enjoyable experience for our entire community.

Questions?

If you have questions about any part of our Social Media policy or want to provide comments, make a complaint about it or give feedback, we can be contacted as follows:

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The National Navigation Award Scheme is a Scottish Charitable Incorporated Organisation, number SC039201