G7 Social Media-Communications Policy

BTOG must maintain its integrity and reputation and therefore BTOG must ensure independence, objectivity and transparency in all its activities. Please also refer to Policy C9 Conflict of Interest Policy and Self-declaration for BTOG Officers. At the time of writing this policy, BTOG participates in social media via Twitter.

The BTOG Steering Committee, BTOG Trustees, BTOG Executive Team and BTOG Communications Team who tag in BTOG twitter @BTOGORG or any BTOG-related hashtags in their tweets or tweet/retweet using the BTOG twitter account are fully responsible for their individual posts. All BTOG officers as above should ensure that comments or retweets:

- Are on topic – i.e. related to thoracic oncology.
- Respect others, they should not be malicious, offensive, or attack anyone personally.
- Do not incite hatred based on race, religion, gender, nationality, sexuality or any other personal characteristic.
- Do not reveal personal details such as address, phone number email or other contact details.
- Be concise and not constitute ‘spamming’.
- Do not falsely claim to represent an organisation.
- Are not party political.
- Do not include offensive language or swearing.
- Do not break the law, such as libel, condoning illegal activities or breaching copyright.
- Do not advertise any commercial services.
- Are in English.

Images may be captured during events organised and hosted by British Thoracic Oncology Group (BTOG) using film photography, digital photography, video or other medium, and may be used on the website, third party websites that promote provided services or fund-raising events, social media websites, other publicity material (such as internal and external newsletters) and in printed literature such as leaflets. BTOG acknowledges its responsibilities in capturing images by photography or other means under the provisions of the following legislations;

The Protection of Children Act 1978: BTOG recognises that it is a criminal offence to take, permit to be taken, distribute, have in one’s possession or publish indecent photographs (including films and other imagery) of children.

The Human Rights Act 1998: BTOG recognises an individual’s rights to privacy as protected by this act.

The Data Protection Act 1998: BTOG undertakes to inform all those whose images may be recorded (or their parents/guardians if under 18 years of age) of the purposes for which the images may be used by the charity.

BTOG is not responsible for any information that Twitter might collect about you, we strongly recommend you look at the websites own data policy and adjust your settings accordingly. BTOG is not responsible for any advertising content on Twitter as we do not choose the external advertising for the pages.

BTOG will endeavour to interact with individuals or groups which are non-commercial and related to thoracic oncology. Certain exclusions may apply to this, such as industry sponsors. Being connected with BTOG on twitter does not imply endorsement of any kind and the use of Twitter as a platform does not mean that we endorse these sites as commercial sites.

For questions on media please contact:
BTOG Communications Team Email: btog@sandstarcomms.com Telephone: 0116 2688737