**CMS Guidelines for the use of Social Media and the Internet**

The CMS Twitter account was set up to complement the website and has the twin purposes of publicising the Society's activities and promoting interest in church monuments of all periods. Tweets (and retweets) should primarily concern:

-          Publicising events in advance, linking to the website for more information;

-          Picture tweets of monuments seen at church-based events;

-          Reports of other events (but with limited use of images);

-          Publicising the Essay Prize and other competitions sponsored by the Society;

-          Drawing attention to the Society's publications as they emerge;

-          Drawing attention to resources for the study of monuments on the Society's website, including the index of publications;

-          Retweeting picture tweets of monuments by trusted sources;

-          Retweeting information on relevant new books;

-          Drawing attention to trusted relevant blogs and websites which focus on monuments, especially those hosted by Society members.

This document provides guidance on the responsible use of the Twitter account, particularly bearing in mind issues of copyright, privacy and libel. It also applies to the website and any future use of other social media platforms.

1. When using the Society's Twitter feed (or any other social medium linked to the Society) no images may be used which are not the property of the person making the communication, unless specific permission has been given to do so, and in general, only images taken by the tweeter and confined to monuments should be used.

2. No photographs of postcards are to be used, nor of any other published or display material, for instance from exhibitions in churches, church guides or books.

3. No photographs of recognisable live people should appear without their permission.

4. Because some Society events are tweeted (and may appear on other social media should the Society adopt them) organisers should add a clause to the booking form that says that the participant recognises that the event will appear on social media and they are happy for their image to be used.

5. In tweeting (or using other social media to communicate) lectures sponsored by the Society, either alone or in conjunction with others, care should be taken not to show any images being screened by the lecturer, in case permission has only been obtained for their use in a lecture.

6. Care should be taken with web-links: while a website address is a public document, and anything on a website with restricted access ought to be fire-wall or password protected, those providing links, and particularly hyperlinks, should make sure that they are not inadvertently linking to an inadequately protected private area, or one that has been compromised. In some cases it may be appropriate to ask permission to provide such a link, but in general, hyperlinks should only be used to link to the Society's own website.

7. Bear in mind that all monuments are, or have been, subject to copyright. In very general terms, this expires 70 years after the death of the creator. If the creator is not known, then it lasts for 70 years from the work’s completion. In practical terms, this means that copyright can last for well over 100 years. So it is best to avoid showing monuments made since c.1900. When more than 70 years has passed since the death of the creator, the monuments are free of copyright. However, the owners or custodians of monuments may impose other restrictions, which should be observed.