

# The Classical Association: Social Media Policy

This policy was created on 29/3/22, revised on 25/7/25 and is reviewed annually by the CA's Engagement Co-ordinator and Grants and News Co-ordinator. It has been approved by the Trustees of the CA, who have overall responsibility for this policy. Any questions regarding the content or application of this policy should be directed to the Engagement Co-ordinator at [engagement@classicalassociation.org](mailto:engagement@classicalassociation.org)

This policy applies to all CA Trustees and Officers, boards and working groups, employees, interns and contractors who create or contribute to blogs, wikis, social networks, apps, forums, virtual worlds, or any other kind of social media, particularly on the platforms on which the CA holds accounts, which currently include Bluesky, Facebook, Instagram, LinkedIn, Threads, TikTok, X/Twitter and YouTube.

## Why do we need this policy?

As a learned society and the Subject Association for classical subjects in the UK, the CA's membership and its target audience is varied – ranging from primary school teachers to higher education institutions and members of the general public, from career Classicists to those exploring the ancient past for the first time. We work hard to put teachers, scholars, students and communities in dialogue and to promote access to the classical world in schools, universities and beyond. Social media is a powerful tool to help in this mission, however, it can also be a complex, fast-moving and potentially hostile world.

This policy therefore seeks to offer support and guidance to those who may create social media content for the CA and to give transparency to those engaging with such content.

As the sponsor of the UK's largest Classics Conference, we also have a social media policy for our annual conference.

## CA Official Accounts

The CA currently has the following official accounts:

### X/Twitter

[@classical\\_assoc](#)

[@Classics\\_Review](#)

[@CQ\\_journal](#)

[@JoClassTeach](#)

[@StAConf25](#)

[@CA\\_2026](#)

[Bluesky @CA2026](#)

Facebook [@theclassicalassociation](#)

LinkedIn [@the-classical-association-uk](#)

Instagram [@theclassicalpod](#)

Instagram [@classicalassociation](#)

Threads [@theclassicalpod](#)

TikTok [@classicalassociation](#)

YouTube: <https://www.youtube.com/channel/UCEpXr8AM3Rtfr0-575UPUaA>

We currently only have one official account per social media platform (with the exception of Twitter/X and Instagram) and any other handles are not affiliated with the CA. We use these channels to further our aim of seeking to promote access to, and enjoyment of, the study of the ancient world.

We do not endorse paid-for products, resources, services or events as it is our aim to make Classical subjects accessible to all. We may occasionally retweet or share news of fee-paying resources or events linked to projects which the CA has funded or supported – in which case, this will be made explicit in the content of the post.

We are an objective, non-partisan, charitable body which does not endorse and will not engage with tweets of an inappropriate, discriminatory or offensive nature.

Following other social media accounts does not equate to endorsing them. We do not purposefully avoid following other accounts, but we keep following to a minimum due to our lack of capacity to monitor the social media platforms and activities of others. We do hope to encourage positive dialogue and engagement with the CA across our platforms so we feel that following and conversing with others is part of our remit and helps to break down barriers of access.

We may promote the activities of CA Officers and Council Members on social media as part of our strategy to engage diverse stakeholders within and beyond the Classics community, if their activities are in alignment with the values and conduct outlined in this policy.

Employees should be aware of security threats and be on guard for social engineering and phishing attempts. Social networks can also be used to distribute spam and malware.

**Accounts run by CA trustees/employees etc.**

We expect all individuals and groups closely associated with the CA to abide by the following guidelines:

- Please make it clear in social media postings that you are speaking on your own behalf (unless you are posting as part of your role).
- Please use common sense and courtesy when tweeting. We are a community of professionals and we should conduct ourselves professionally.
- Please do not post disparaging or defamatory statements about the organisation or its stakeholders.
- Please do not make statements which cause, or may cause, harm to our reputation or otherwise be prejudicial to our interests.
- Please do not post public comments about internal CA matters.
- As a matter of process, if you see content on social media that disparages or reflects poorly on the charity you should refer this to the Engagement Co-ordinator.
- Do not post anything that could be considered discrimination against, or bullying or harassment of, an individual or organisation.
- If you are contacted by the press or social media for a comment on behalf of the CA, you should discuss this with an Officer before making comment.

## Useful information

### Good Practice

- Include visual images wherever possible, bearing in mind copyright and permissions, and when doing so insert 'alternative text' to support visually impaired audiences.
- Quote tweets and share with headline info
- Use hashtags to increase reach e.g. #ClassicsTwitter #TheClassicsPodcast #ClassicalPod #ClassicsCommunity #CA2026 #ClassicsTeachers
- Check that all links work and bio information (including Linktree) is updated before posting

### **The following guidance is particularly useful for doing online events or presentations, such as CPD:**

- Seek permission before tweeting unpublished research. Respect the presenter's wishes. If a presenter says they would not like their paper to be tweeted, then this should be adhered to. If a presenter is comfortable with tweeting of comments but asks you to refrain from tweeting images of their slides, please adhere to this too.

- If a presenter has a Twitter/X handle, mention it in the first of your tweets. Use the presenter's initials or surname in subsequent tweets, and thread your tweets if possible. Also include the conference hashtag so others may find tweets relating to the conference and their work quickly. In some cases, it may be sensible to include any panel hashtag as well. When quoting directly, always include the name of the presenter or their Twitter/X handle.
- Questions and comments should always relate to the presenter's research and ideas only – not to their person or their mode of presentation. The strength of our community comes from its diversity.

Katrina Kelly,

*Engagement Co-ordinator*

25 July 2025