# BAM Communities Handbook: Special Interest Groups, Conference Tracks and Networks

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# BAM Office Roles and Responsibilities

**Programmes and Projects Coordinator:** Eliza Robey eventsandnetworks@bam.ac.uk

- • First point of contact for **SIG and event queries**
- • Support SIG events, meetings, elections, and other procedures
- • Send mass mailings on behalf of SIG
- • Organise annual meetings

**Events Officer**: Ambra Risca eventsofficer@bam.ac.uk

- • Support **SIG and event queries**
- • Support SIG events, meetings, elections, and other procedures
- • Send mass mailings on behalf of SIG
- • Support organisation of annual meetings

**Conference and Communications Officer:** Lewis Johnson ljohnson@bam.ac.uk

- • First point of contact for **conference queries**
- • Promote SIG events
- • Support track chairs meetings

**Membership Officer:** Róisín Durning Broderick membership@bam.ac.uk

- • First point of contact for **membership and finance queries**
- • Support SIG data requests
- • Support council and executive meetings

**Finance Officer:** Sharon finance@bam.ac.uk

- • Approve budgets for SIG events
- • Create financial reports for annual meetings

# 1. Introduction

The British Academy of Management (BAM) is a membership association, which seeks to support members who wish to develop communities to further their shared academic interests. Our international community of scholars and practitioners is large, diverse and vibrant. With more than 50 Special Interest Groups, Tracks at our annual Conference, and Networks there is a way for every member to become involved right at the heart of what we do.

SIGs, Tracks and Networks aim to contribute to the BAM's overall vision, mission and strategy.

SIGs, Tracks and Networks adhere to our Equality, Diversity, Inclusion and Respect (EDIR) principles.

BAM currently recognises three forms of organisation:

- **Special Interest Groups (SIGs)** – groups of members that wish to discuss their shared academic interests at the annual conference and regularly outside of this
- **Conference Tracks** – groups of members who only wish to discuss their shared academic interests at the annual conference
- **Networks** – groups of members who have a shared interest in an area that spans multiple or even all Special Interest Groups or covers a specific geographical region.

**Important note: In order to participate in the above activities a person <u>must</u> be – and must remain - a paid-up member of BAM. Anyone applying for any senior governing Committee roles for SIGs, Networks or Tracks <u>must</u> have previous experience of active involvement with the BAM community.**

This document provides guidance on the governance and operational arrangements for SIGS, Tracks and Networks. Before reading this document, it is useful to first consider the BAM-wide policies that apply to all communities.

- BAM Governance (how BAM is run) - <u>LINK</u>
- BAM Strategy 2024 – <u>LINK</u>
- BAM Framework (a map of the career landscape) – <u>LINK</u>
- *All Welcome* – an evidence-based practical guide, produced by BAM and Chartered ABS, to support organising inclusive, accessible and sustainable events – <u>LINK</u>

## 2. BAM Special Interest Groups

Special Interest Groups (SIGs) are at the core of the BAM Community. SIGs enable members to connect, collaborate and communicate with colleagues in a highly effective manner with leading edge thinking, research and teaching in a wide range of disciplines. New SIGs are approved by the BAM Executive, following a formal application process in dialogue with the co-Vice Chairs for SIGs.

All SIG-related documentation and resources are available in the [BAM SIG Committees Group](#) on MS Teams. If you do not yet have access to it, please email the Events Officer to request it.

### SIG Constitution

When becoming a SIG, the community must adopt the standard SIG Constitution. Having a single constitution ensures that are our structures and processes across 20+ SIGs are streamlined, that support provided by the BAM Office can be more effective, and that there is a minimum consistency achieved when it comes to the experience of members who belong to more than one SIG. The SIG constitution captures the responsibilities of the SIG's office-bearers, the arrangements for their election and re-election, for succession planning and annual meetings. SIG-specific amendments can be proposed and captured in the SIGs Constitution document.

### SIG Expectations

A SIG will be recognised – or continue to be recognised - by BAM if it meets all the following criteria:

- • It has successfully organised a Track at the BAM Annual Conference around the shared academic interests of its membership. Normally this will be for a minimum of four years in succession.
- • It can demonstrate its activity outside BAM's Annual Conference through events held in the immediate past and planned in the coming year.
- • It has a minimum of twenty members
- • It adheres to the standard SIG Constitution and has a Committee in place
- • It holds an Annual Meeting to which all members of the SIG are invited.
- • It completes an annual report in a timely manner
- • It does not impinge on the constituency of existing BAM communities
- • It actively explores collaboration opportunities with other SIGs and networks.

It operates in alignment with BAM values and policies such as Equality, Diversity, Inclusivity and Respect (EDIR) and sustainability they are central to BAM's current strategy Failure to adhere to these criteria without good reason may lead to the SIG being dissolved.

### SIG Committees

Each SIG Committee requires office-bearing roles, shared between the Committee members. The constitution covers these in detail. It is anticipated that committee meetings will ordinarily occur via remote means e.g. via Zoom video conferencing or at the Conference. By exception, BAM will support face-to-face committee meetings up to a maximum of £400 per annum. Individual travel expenses exceeding £100 must be approved by the BAM office in advance. This funding is NOT transferable to other activities.

### SIG Annual Reporting

Each SIG must submit an Annual Report for the Year end of 31 December each year. SIG Chairs should submit the report on activities over the calendar year, via an online form provided by the BAM office

by 31st January of the following year. The Finance Officer will prepare the annual Statement of Accounts (income and expenditure) and supply a copy to each SIG Chair and Treasurer for information.

## Administrative Support for SIGs

BAM communities can expect to receive the following support from the BAM office:

- The Chair can request the number of members who have requested to join their community as well as a list of names and institutions to support planning.
- If a Chair wishes to send an email to their members, please contact eventsandnetworks@bam.ac.uk with the message you wish to send.
- A dedicated SIG page within the login-controlled area of the website with the ability to post notices, reports and pictures for their SIG members.
- Opportunities to publicise forthcoming events, and report on past ones, to all members through the BAM newsletter and website.
- A prompt response to reports and funding requests that are submitted.
- Opportunities to be consulted on, and contribute to, BAM-led policy development.
- Advice or support in connection with the development of the community where an independent view may be beneficial.
- Provide support when promoting communities' activities on social media and other internal and external networks.

## Administrative Support for SIGs: Events

SIG events need to adhere to our EDIR values as captured in the All-Welcome Guide.

The BAM office team is small. As such, it is vital that you establish staff availability and capacity to support an event early in the planning process. This is especially important for longer and more complex events. Unfortunately, due to limited resources, the BAM team is unable to provide live technical support during multi/parallel-session events that last longer than three hours. Please confirm with the Events and Networks Officer (eventsandnetworks@bam.ac.uk) the level of support likely to be needed at the earliest possible opportunity.

Even if you do not require any support, when organising an event this needs to be promoted to members via the BAM communication channels (BAM newsletter, website and BAM social media channels – LinkedIn and Twitter). Event organisers need to complete one of the forms below with the event's information.

- [Online event submission form](#)
- [In-person event submission form](#)

Management of registration for the event: All communities' event registrations should be made via BAM's website and office. The Events and Networks Officer will then provide regular updates about numbers registered for their SIG events and, in due course, a final list of delegates attending and any special requirements to the SIG Chair prior to the event.

Additional support that can be made available by the BAM Office to SIGs in their organisation of events includes:

- Supporting online events – providing Zoom facilities, hosting, sharing slides (if required).
- Liaison with the SIG Chair regarding proceedings leading up to the event

- For in-person events: Liaison with delegates on how to get to events; Creation of badges and delegate lists; Provision of support e.g. a BAM staff member to assist with registration on the day of the event, if practical and within the BAM office resources.

BAM has produced a detailed guide for events staged via Zoom available HERE and provide Committee members who are assigned to support the event a full in-depth training. We recommend having at least two Committee members supporting the event – monitoring Q&As and discussion and assigning participants to the breakout rooms.

## SIG Financial Matters and Expenditure

BAM provides each SIG with funds as support for its activities. This funding is intended to promote BAM's charitable objectives. This is the principle which should be used to decide how the money is to be spent.

SIG events on which the funding from BAM is spent should be primarily for BAM members, and attendees who are not members are expected to join BAM or pay a higher fee in order to attend. Alternative arrangements may be made where events are held jointly with other organizations and expenses are shared.

Things that considered as legitimate forms of expenditure of the grant from BAM are:

- Support of events that reflect distinctive SIG – or a combination of SIGs where events are organised jointly – aims and objectives.
- Travel and subsistence costs for guest speakers and one organiser per event at workshops or seminars. It is to be expected that the organiser of the event will also act as a Chair of the event. If the SIG wishes to claim reimbursement of expenses for more than one organiser for a single event, it must obtain the prior permission of the BAM office.
- Production of reports/working papers/monographs based on SIG events (printed or electronic).
- Publicity material for events (e.g. flyers for distribution at related conferences etc.).
- Fees for venue; AV equipment; catering costs. However, please note that venues are often offered free of charge by institutions as a form of sponsorship. Catering relates to provision of refreshments during the event, enabling it to take place with reasonable comfort, and would not normally cover a dinner.
- Bursaries for Doctoral Students to cover fees and travel costs to SIG events (other than the BAM Annual Conference).

The mechanisms for determining the level of financial support for SIG events can be found below.

## Funding Arrangement for SIGs

### Type of Events
There are two categories of events:

- In-person speaker events – widely promoted, physical gatherings of registered BAM SIG members, other BAM members who are not members of that SIG (and ideally non-members of BAM too), where there is at least one formal speaker presentation.
- Online and other events – these may be physical gatherings of SIG members, other BAM-but-non-SIG members (and perhaps non-members of BAM too) for workshops or virtual meetings and webinars. A defining criterion is that there is no formal presentation of at least one paper, but rather a substantive round-table discussion. This also includes online

events with at least one speaker. Please note approval is not normally granted for expenditure on purely networking events, dinners and receptions.

## Event income

For EACH in-person speaker event organised and run by members of the SIG (with SIG committee approval) in any single year the SIG will receive from BAM:

- • A minimum of £300 per event.
- • PLUS £1.50 for each BAM member nominally linked to the SIG (see below) above a threshold of 200 members, up to a maximum of 400 members.
- • PLUS £5.00 for every attendee (both members and non-members of BAM) at the event (without limit).

For ANY other events, including online events, organised and run by members of the SIG (with SIG committee approval) in any single year the SIG will receive from BAM:

- • A minimum of £150 per event
- • PLUS £0.75 for each BAM member nominally linked to the SIG (see below) above a threshold of 200 members, up to a maximum of 400 members
- • PLUS £2.50 for every attendee (both members and non-members of BAM) at the event (without limit).

Nominal membership of a SIG will be calculated by the BAM office at a point around the time of the BAM Annual Conference, when membership of BAM - and therefore SIGs - is at a maximum.

For events run jointly between members of 2 or more SIGs, all collaborating SIGs will receive financial support, as if they were the sole organiser.

## Surpluses

Any surplus from an event will be carried forward in the allocation of funding in future years.

Surpluses from joint SIG events will normally be shared equally.

Surpluses (up to a maximum of £3,000) generated by a SIG (e.g. from BAM support for an earlier event) can be used at the SIGs' discretion following consultation with the BAM office.

For example, these may be used to:

- • Deliver an event free of charge
- • Provide financial support for attendance by PhD students at an event
- • Promotion of the event (if this is deemed to be effective)

If in doubt, ask the BAM office in advance of the spending commitment

## Process for Securing Funding for Events

For every event, a budget should be completed and submitted to the BAM office for review *at least 4 weeks prior to the event*. This must be emailed by the SIG Chair, or other officially delegated member of the SIG Committee, noting that the budget has been approved by the SIG, and using the template supplied by the BAM office – See Appendix 3 below). The BAM office will respond within 2 weeks of receipt of the proposal. Please note that funds cannot be paid out by BAM unless the budget has been approved by both the SIG and the BAM office.

BAM-supplied funds for events can be spent on inter alia:

- Venue hire (although this is sometimes provided free of charge by the host, or another sponsor). If seeking a paid venue, SIGs should try to get room(s) at the lowest price available.
- Catering costs (sometimes this can be negotiated at reduced rates from the hosts). Please note this does not normally include dinners and is intended to cover refreshments and light lunches during events.
- Speaker's travel expenses (including overnight accommodation, if necessary, but NOT speakers' fees, honoraria or other payment for services).
- Bursaries to cover doctoral students' fees and travel.
- Promotional material (if necessary).
- Other items in consultation with the BAM office staff.

External sponsorship secured from other funding bodies can cover anything within the Terms and Conditions of the sponsorship.

We ask all facilitators and speakers to have thought for BAM's funds and book travel and accommodation at reasonable economical cost e.g. by using advance booking facilities.

## Charging for Events

To generate surplus funds, SIGs are encouraged to charge for events. Experience suggests this also helps to secure attendance at events on the day.

Typically, fees for events range from £10-£50 per attendee. Normally, there will be different rates for BAM members and non-members. Online events are normally free for BAM members/Student members and are charged at a nominal rate for non-members; currently, non-members are charged £25, while non-member students are charged £15.

SIGs may use any accumulated surplus to stage a free event or provide for free tickets for non-members if they wish, in agreement with the BAM Office, bearing in mind the principle set out above that SIG events should be primarily for the benefit of BAM members.

## SIG Annual Meetings

The SIG Annual Meetings will take place online during the BAM Conference, with opportunities for informal face-to-face gatherings during the rest of the Conference.

BAM will NOT pay for drinks (or other items) at an informal meal organised by the SIG.

# 3. BAM Annual Conference Tracks

## Organising Tracks

Proposals for independent tracks will be considered for a BAM annual conference if all of the following 3 conditions are met:

- A member who has attended BAM conferences for a minimum of two years in succession is prepared to act as Track Chair at the conference, liaise with the BAM office and attend track chair meetings, or organize a proxy to attend track chairs meetings;
- The proposers can provide evidence that they will be able to attract a minimum number of six papers each given year;
- The proposers demonstrate that they have enough reviewers to conduct reviews for the papers submitted in a timely way.

**Tracks will be entitled to:**

- organize a social at the annual conference (if there is no SIG attached to the track).
- The Track Chair may attend conference at the student registration rate.

For tracks that are associated with a SIG:

- *Conference [SIG CHAIR AND/OR TRACK CHAIRS]*
  - (i) The SIG Chair may act as principal chair of the associated track at the annual conference or delegate the responsibility to a Track Chair or Chairs.
  - (ii) Liaise with BAM to organise the track, reviewers, etc., or to organise a proxy to take on all or part of those responsibilities in those activities
  - (iii) Make the final decision on acceptance and rejection of papers for presentation at the annual BAM Conference, group accepted papers into relevant sessions according to content and whether they are developmental or full papers.
  - (iv) Arrange session chairs for the conference.

## Role of Track Chair

The Track Chair will:

- Publicise the annual conference track, in order to attract paper submissions
- Recruit reviewers to review submissions to the conference
- Oversee the reviewing of papers submitted to the conference in a timely manner
- Organize the programme of papers at the conference in conjunction with the BAM office
- Attend Track Chairs meetings (normally 2 per annum), or organize a proxy to do so
- Adjudicate on Best Full/Developmental paper Awards

## Conference Track Management Process

**OCTOBER/NOVEMBER**: Provide an up-to-date summary (approximately 2 paragraphs) of the track for the web site. This should give detailed information on the purpose and remit of the track and the type of paper you wish to attract. It should also include any areas where you <u>do not</u> wish to receive submissions to avoid confusion amongst authors.

a) It is important to encourage submissions in line with the Conference theme. Usually there is an opening plenary on the theme. Track Chairs are encouraged to design a "Track (or joint-track) Plenary" session as well as to encourage papers, symposia and / or workshops on the theme.

b) Track Chairs should help reinforce the purpose of developmental papers to their networks and help increase the understanding of their value in discussing and developing work.

c) Track Chairs are asked to promote quality submissions during the run up to the submission deadline and ensure that referees and Session Chairs are comprehensively briefed.

**JANUARY**: Prior to the submission deadline, establish a network of reviewers to consider papers received. Advise referees of the deadline by which they need to provide their feedback.

**MARCH**: Once the submission date has passed, all papers submitted to the track will be forwarded from the BAM office. You will be given a table showing paper ID number, category of submission and the author/s name/s for each submission. It is advisable to quickly scan submissions when received to ensure they fall within the remit of your track. If not, they should be sent back to the BAM office for redirection as soon as possible. Submissions should then be sent to the appropriate referees for consideration (two referees per paper if possible), along with the feedback forms they need to complete.

Notes:

a) All submissions must be made online via the online paper submission site in the format specified. Papers not submitted via the online system will not be considered.

b) Submissions made to the FULL and DEVELOPMENTAL categories can select ONE TRACK ONLY.

c) Workshops are defined as "*involving participants in working together on an issue through a facilitated experience. In addition to the topic of the workshop, and a statement about why this is likely to be of interest, submissions should specify who will drive the session, the mechanisms by which this will happen and how everyone attending will also be involved. Workshop proposals should be 1000-2000 words*".

d) Submissions made to the SYMPOSIA and WORKSHOP categories can select more than one track. The BAM office must be informed if there is more than one track involved. Track Chairs can also suggest alternative tracks, if the paper is not suitable or aligned with their track.

e) It is vital that Track Chairs have reviewers in place to consider papers as soon as this deadline has passed. Track Chairs need to receive all papers by early March so decisions can be announced late April.

**APRIL:** Track Chairs are responsible for ensuring clear communication with reviewers and authors. The majority of feedback from reviewers should be received by mid-April so the position regarding the proposed number of accepted and rejected submissions can be reported at the Track Chairs Meeting which is normally held towards the end of April.

**APRIL/MAY**: Once approximate numbers are confirmed, Track Chairs need to communicate the decisions on paper acceptance back to authors. It is important to return the comments form (completed by referees and returned to the Track Chair) back to authors so they have feedback, suggestions for amendments, improvements etc.

Authors of both FULL and DEVELOPMENTAL papers will be able to make changes to their original submission based on the reviewer feedback. The final date for uploading will be announced on the BAM website.

**APRIL/MAY:** Track Chairs have the discretion to accept a full paper submission as a developmental paper. In these instances, please ensure the author understands, and is in agreement with, the proposed change and commits to producing an extended abstract for the proceedings, in line with the requirements for developmental paper submissions.

**MAY:** Regular communication between Track Chairs and authors of accepted papers is essential. This will also encourage commitment from authors to attend the event. Any submission which does not have at least one of its authors registered by end of May will have their paper withdrawn from the conference. Track Chairs will be advised which papers are being withdrawn by the BAM office. If submissions are withdrawn, they CANNOT be rescheduled into the programme unless there is a legitimate reason. Regular reminders to register are sent from the BAM office.

**EARLY JUNE:** The BAM office will draft the outline programme schedule and circulate to Track Chairs for comment. This will comprise time slots to cater for the number of full and developmental papers, symposia and workshops accepted in the track. Track Chairs have the opportunity to request amendments, which are accommodated as far as possible.

**JUNE**: Authors will be asked to submit their final upload by mid-June. Track Chairs will then be asked to nominate the best full and developmental papers within their tracks along with the best reviewer.

**JULY**: Once the programme schedule is confirmed, Track Chairs are asked to plan the sequence of their accepted submissions and forward the track schedule to the BAM office. This will be posted on the conference web site. Each paper session in your track will require a Session Chair who will moderate the session during the Conference. Track Chairs should start liaising with and confirming, Session Chairs.

**JULY:** Developmental paper sessions are usually less formal than full paper sessions, with particular emphasis on providing feedback and encouraging further development of research that may be at an early stage. As a result, it is important to secure someone who can chair AND facilitate the session, ensuring authors receive maximum input from the audience. Please emphasise this requirement to potential chairs of developmental paper sessions

It is helpful for Track Chairs to consider succession planning and invite a deputy to help and become familiar with the process with a view to becoming Track Chair themselves after an agreed period.

**SEPTEMBER (AT THE CONFERENCE):** Track Chairs are encouraged to arrange an informal meeting for their track participants early in the conference, for example at the reception or for a meal on the first evening, to encourage networking and reduce potential isolation for new participants. This is particularly desirable if there is no SIG associated with the track. Please try to notify participants in advance. Networks should also be encouraged to move outside of their immediate Track at the conference itself and also participate in other Tracks.

**SEPTEMBER (DURING THE CONFERENCE):** No speaker should chair a session in which they are also presenting. Please bear this in mind when identifying Session Chairs. It is unacceptable for Session Chairs to drop out at very short notice. Should this be unavoidable, please advise speakers they need to ask a member of the audience to act as Session Chair rather than take on the role themselves.

# 4. BAM Networks

The British Academy of Management recognises that members may have interests that are shared by multiple or even all Special Interest Groups and Tracks (e.g. "practice"). Similarly, BAM recognises the value of connecting members regionally, especially those that may live outside the United Kingdom.

A BAM Network is a group of Members who have a shared interest in an area that spans multiple or even all Special Interest Groups or covers a specific geographical region.

## Network creation

A Network will be permitted to exist formally if:

- It has a minimum of thirty members of BAM who wish to be part of it. These members need to belong to at least three different SIGs.
- It has a Network Convenor and at least two other members who can support its operations. Network convenors and committee members are elected as per the rules stated in the standard template for SIG constitutions.
- The Network Convenor is prepared to write a short annual report on the Network's activities, and will review a financial statement about the way in which the Network has used any monies from BAM over the year.
- The Network is prepared to submit an Annual Report for the Year end of 31 December each year. The Network Convenor should submit the report on activities over the calendar year, via an online form provided by BAM by 31st January of the following year. The Finance Officer will prepare the annual Statement of Accounts (income and expenditure) and supply a copy to each Network Chair and Treasurer for information. A regional Network does not impinge on the constituency of existing BAM communities. It operates in alignment with BAM values and policies.

## Network entitlement

A Network will be entitled to:
- Have the Network Convenor attend BAM's Annual Conference at the student registration rate.
- Organize a social at BAM's Annual Conference; a list of names of the people attending the social must be provided.
- An allowance of £200 per event where speakers are invited, and £100 per networking event, that it organizes outside of BAM's Annual Conference.
- A one-off allowance, up to the value of £500, for an event to launch the Network, to which non-members of BAM in the area of interest of the Network may be invited. If additional funds are required these can be provided by the supporting SIGs.
- Support of BAM's office when organizing any events between BAM's Annual Conferences.
- Any event that a Network organises needs to have a least two SIGs/tracks supporting it.

# 5. BAM Guidelines for Social Media Community Engagement

The guidelines below apply primarily to all social media communications that are undertaken on behalf of a BAM community.

It is not BAM policy to insist that all communities should engage in widespread use of social media. However, we do wish to support communities in developing their use of social media.

- Social media are simply **channels of communication**.
- Communities should bear in mind that, without actual content to share, there is little point in maintaining an active presence on social media.
- Content needs to be **relevant** or **interesting**, to encourage people to follow the account or updates being posted.

Here we assume that Twitter and LinkedIn are likely to be the two most relevant channels. Instagram, Pinterest and Snapchat focus on more visual media and are usually considered to be more aligned with personal or individual commercial activities and Facebook is being less used in our type of community.

## Modes of social media activity and benefits

Broadly, social media are more interactive and accessible than more 'traditional' forms of communication such as email distribution lists or newsletters, as anyone can open an account and begin to interact. It is helpful to consider three modes of social media use:

| Modes | Nature | Activities |
|---|---|---|
| Passive | Covert, i.e. 'invisible' | Listen, read |
| Active | Overt, but one way | Broadcast (own content) |
| | | Retweet and/ or 'like' (others' content) |
| Interactive | Dialogic | Reply, mentions, address tweets, tags |

Individual accounts can operate in a passive fashion, i.e. using social media as a personal news source. This is less relevant to the present discussion of SIG usage of social media. It is also possible to use the channel to broadcast content, e.g. events, but this relies on people seeing the content at the right time. Interactive, dialogic use – engaging with other accounts – requires the most effort, but is potentially the most rewarding form of social media usage.

Social media use has effectively been mainstreamed as a promotional activity, with many institutions having their own Twitter, Facebook, or LinkedIn accounts.  If communities wish to maintain a visible presence within the field, then some use of social media is probably required.   The main results that could be achieved are through actions to:

- Promote events in terms of recruitment/attendees, including BAM conference
- Build academic (and practitioner) networks across fields, e.g. through active dialogue, 'live tweeting' conferences or events etc.  This could also include PhD and ECRs across communities etc.
- Position communities and  members as sources of expert opinion in key areas (there is a linkage here to BAM positioning / policy roles).  Whilst news channels maintain a preferred set of academic commentators, it is now much easier to contact news organizations that are more digitally-focused directly (and even the mainstream ones are open to this).

## Setting up and running a social media account

A disclaimer must be posted on the account home page stating that the material that is shared is on behalf of the community and does not necessarily reflect the views of the British Academy of Management.

A variant of the BAM logo may be developed for social media purposes, but this must be done in discussion with the BAM office so that the branding integrity is retained.

The BAM office should have full access to the account.

There should be one named account holder (the social media officer) who agrees to run the account. The social media officer should be a member of the community governing committee.

Material posted may include: notifications of events – especially drawing attention to keynote speakers; articles or news items of interest to the wider community, drawing upon the community's inherent knowledge and expertise of its area

## Ways of working

- community committee members may use their personal accounts, but also promote community activity. This is the simplest method, especially when a community is just starting out in using social media. It is an effective means of sharing information about e.g. events.
- Set up a community specific account – either singly-run or curated (i.e. shared between a number of SIG committee members).

## Risks arising from social media usage

We ask members to bear in mind that there is the potential for reputational risk if community accounts make controversial statements; this could reflect poorly on BAM.  However, we also acknowledge that personal academic freedom and integrity is also important. A community has no 'right' to run social media accounts. The BAM office has the right to intervene, place on pause or close down social media accounts if it considers such action necessary. If this action is taken, the situation will be reviewed by the BAM Executive Committee who, as Trustees, will have the final say on future activity.

When using social media in the name of BAM (including in the name of their own community), communities must adhere to the following guidelines. In case of doubt, please contact the BAM office, although to safeguard BAM's reputation, the underlying principle should be 'if in doubt, don't do it'.

In case of inappropriate material being posted or inappropriate comments being made:

- Immediately remove the material in question.
- If necessary, post a statement distancing BAM and the community from the material.
- Alert the BAM office, who will inform the BAM Executive Committee.
- Raise the matter with the community committee.
- If appropriate, pause the account, pending review, and update the account access (i.e. change the password), and notify the BAM office of the new access details.