**Using this template**

Work your way through, removing the guidance in red type and the yellow-highlighting of the examples as you complete each section.

**Social Media**

**ORGNAME**

**Charity Registration no.**

**Company Registration no.**

Address

Tel

Email

Website

**Introduction**

This policy sets out ORGNAME’s approach to social media across a range of platforms. It describes the benefits of social media use, the platforms we are currently using, how to get started and aims to create a set of guidelines for ORGNAME workers. Social media can be extremely useful to communicate quickly and effectively with a large number of people and we do encourage ORGNAME workers to use it. However, social media will never reach all of the communities we need to reach so it will only ever be one communication ‘tool in our box’.   
  
ORGNAME encourages you to use social media and so we have included some guidelines in this policy. Keep in mind that when you are online, you should follow the same principles, ethical standards, confidentiality and data protection requirements that apply to the offline environment at ORGNAME.

**Related Policies**

NAMES

**Aim of Social Media**ORGNAME’s aim with using social media is to XXXX  **Benefits of Social Media**

The use of social media has a number of benefits for ORGNAME and its work including:

* EXAMPLES

Social media can enable ORGNAME to XXX. It can also help us to listen to XXX.   
  
One major feature of social media is being able to share information rapidly, at the push of a button. It gives us a way of having conversations in ‘real time’ and distributing information about our work, EXAMPLES. Social media means we can XXX.

**Current Social Media Platforms**

ORGNAME uses a range of social media platforms: [add to/delete from list as appropriate]

* Twitter
* Facebook
* Periscope
* LinkedIn
* Instagram
* MyDonate
* YouTube

**Getting Started**

ORGNAME workers interested in getting started with a Twitter account can contact NAME, JOB TITLE, to set up an account. If you already have a Twitter account, you could then use this for work purposes as well but please be mindful that this policy would then apply to your account for the length of your employment. It is also important that a healthy work life balance is achieved and so excessive work related social media use is not advised for any ORGNAME member of staff.

**Audiences**

ORGNAME audiences that we communicates with, are available in our NAME POLICY. Not all of these audiences are contactable via social media currently but this will increasingly become the case in future.

**Social Media Guidelines**

The following are ORGNAME’s best practice guidelines for social media. These guidelines apply regardless of the platform although how we use these may vary:

ToneThe tone of your tweets and posts should be informal and conversational – the best way to communicate on social media is to speak with your own voice rather than use it to broadcast. For example, Twitter can be used to engage with specific stakeholders to start a discussion or share a call to action.

You should not do the following on a ORGNAME social media account:

* Be offensive – in the same way that you should avoid this in the offline world
* Divulge confidential information or personal data
* Post any message that might negatively impact ORGNAME’s reputation
* Be party political. ORGNAME does support social policy campaigns as an important part of building social action. However, as a charity ORGNAME is unable to be party political and cannot endorse a particular political party.

Frequency

* Ideally you would post on Twitter twice a day at least so your followers keep seeing your messages on their feed. This helps to keep followers and encourages more. However, you do not need to tweet or post just for the sake of it – think about your role, the aims and purpose of ORGNAME, and your audience. Try to also comment when you retweet on Twitter
* Tweets can be scheduled on NAME when you are not in the office. They can also be scheduled in the run up to an event
* To post on Facebook regularly – especially in the lead-up to events

Evaluate

* What are followers sharing on Twitter and Facebook? Look to post more of these messages. Twitter has analytics information that can provide a range of numbers to assess impact
* Regularly look at followers and likes count – did they increase significantly due to anything specific
* Make sure we are following the people that will be sending out useful information, key stakeholders and those who we might want to interact with
* Apart from statistics, we can also evaluate event attendance, participation in events and connections with people and organisations

Twitter specific

* Retweeting (sharing a message) and thanking people is a great way to interact on Twitter and encourages new followers and retweets back
* Actively using Twitter – as well as posting tweets, aim to look at your message feed at least twice a day to see what others are saying
* When tweeting for NAME OF TWITTER ACCOUNT the tone should reflect ORGNAME. Personal accounts are more focused on leadership and their professional opinions and thoughts
* The messages that seem to get the most retweets are EXAMPLES

Further guidance  
If you are concerned about the content of a tweet, post or blog you have written because you feel it may be controversial, to ensure it follows the ORGNAME aims and values or because it would name an individual or organisation, please check this before you post it by speaking to your line manager or a member of the management team and sharing the content with them. Please ensure their consent is received before posting.

**Facebook**

ORGNAME currently use Facebook for promoting:

* EXAMPLES

**Periscope**

We use Periscope for EXAMPLES

**LinkedIn**Several members of staff have LinkedIn accounts which are used for business purposes to share blogs and articles etc. It is useful for connecting with business EXAMPLES

**Instagram**ORGNAME has an Instagram account for sharing EXAMPLES

**YouTube**

We have a YouTube channel that we use to EXAMPLES

**Future use of social media tools**

We currently think the platforms we use are sufficient and are a very effective method of communication. We will look into new tools when they arise and see what the emerging trends are, and how they could benefit our access to our target audiences.

NAME is currently the most effective platform we use to reach a range of people and organisations.

**Responsibility for social media**

* NAME are responsible for the @NAME Twitter account
* Individuals are responsible for their own accounts
* NAME are responsible for the NAME Facebook account

**Policy Checklist**

**Social Media**

**Date first adopted: DATE**

**Review Dates:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date of review** | **Amendments/Updates made** | **Reviewed & accepted as is ✓** | **Proposed next review date** |
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**Updated June 2020**