5.4 Volunteer Social Media Procedure

**Procedure**

This procedure defines the boundaries for all <Insert Organisation Name> social media communications.

**General guidelines for usage by authorised personnel**

Volunteers shall:

* Be transparent, identify themselves and the organisation they represent;
* “Write what they know” ­– write according to their area of expertise;
* Post meaningful, respectful comments;
* Aim to add value to conversations, and to encourage people to contribute;
* Share their passion, successes and achievements as appropriate;
* Respond in a mindful and timely manner;
* Respect <Insert Organisation Name>’s Confidentiality and Privacy Policies and Procedures and ensure they have permission for, and have adequately credited all images, audio and video;
* Observe neutrality and avoid discussion about the state of politics in a public forum;
* Keep posts, comments, video and audio fairly short, using links for larger documents;
* Use pictures, video and audio as appropriate to add depth to posts;
* Where multiple social media accounts are used, a social media ‘dashboard’ application such as Hootsuite may be used to manage communications.

**Twitter**

Notes on usage: Snippets of interesting work with <Insert Organisation Name> may be added to the organisation’s Twitter profile. There are limits of 140 characters so volunteers are to be concise, punchy and upbeat. Long URLs can be condensed using tools such as TinyURL and Bitly. Retweeting and mentioning other organisations helps grow <Insert Organisation Name>’s networks; consequently links made must be relevant and professional. Previous tweets may be reviewed for an idea of appropriate staff communications. Where unsure, any information should be forwarded to the designated Marketing / Communications staff. To avoid confusion, contributions to the organisation’s social media networks should include details eg locations, names of events or occurrences, as appropriate.

In order to post as the <Insert Organisation Name>’s identity on Twitter, the volunteer must log in to the <Insert Organisation Name>’s account. They will need to apply to the <Insert Position> for access to the username and password.

Volunteers may use their own personal account to comment on Twitter. If they would like to tweet something at <Insert Organisation Name> they should use the <Insert Organisation Name>’s ‘handle’ ie username.

**Facebook**

Notes on usage: Volunteers are to join Facebook using their own account and then “like” the <Insert Organisation Name>’s Facebook page.

Snippets of interesting work with <Insert Organisation Name> may be added to the organisation’s group page. Where unsure, or for lengthy information to be disseminated to stakeholders publicly ie events, any information should be forwarded to the designated Marketing / Communications staff to upload. Copy and paste functions including thumbnails should be relevant, noticeable and formatted so the text flows smoothly. All images and video are to be captioned, and photographers / producers to be credited where possible.

Unpleasant remarks: if an inappropriate or inflammatory comment is posted on the <Insert Organisation Name> Facebook group, the designated Marketing / Communications staff is to be notified, who is then responsible for deletion or follow-up. Volunteers should not reply to the comment or discussion.

If the volunteer is required to post as the organisation rather than as themselves, they will need to apply to the <Insert Position> for administrator access.

**Video sharing sites eg YouTube**

Videos are to be forwarded to the designated Marketing / Communications staff for upload.

**E-newsletter**

<Insert Organisation Name> develops a regular e-newsletter for distribution. <Insert Organisation Name>’s news and events must always take priority over other articles. All staff including volunteers have a responsibility to contribute to each e-newsletter. All articles are to be forwarded to the designated Marketing / Communications staff for insertion, and final approval by the <Insert Position>

**Application**

This procedure applies to all volunteers; its application lies with the <Insert Position> and supervising staff.

**Standards**

1.1-1.4, 2.1-2.3, 5.3, 5.4, 6.1-6.3, 8.1, 8.2

**Related Policies and Procedures**

* Volunteer Induction and Orientation Procedure
* Risk Management Policy and Procedure
* Documentation and Records Policy and Procedures
* Volunteer Confidentiality and Privacy Policy and Procedure
* Volunteer Grievance and Dispute Resolution Policy and Procedure
* <Insert Organisation Name> Petty Cash Policy and Procedure
* <Insert Organisation Name> Staff Grievance Policy and Procedure
* <Insert Organisation Name> Staff Confidentiality and Privacy Policy and Procedure

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| Approved | CEO, | Signature |  |
| Review | Annual | Next Review Date |  |