

Social Media Policy

The purpose of this document is to support Local Networks when using the social media platforms of Facebook, Twitter and Instagram making sure they make the best use of them whilst also representing the Charity and its brand in the correct way and being safe online.

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Why would Local Networks use social media?

Networks would use Social Media to keep their followers up-to-date with information about their activities, showing them what Crohn's & Colitis UK does at a local level and encouraging them to get involved with the Charity either by attending events, volunteering, donating or taking part in national campaigns.

Any posts should be done with the aim of representing your Local Network and Crohn's & Colitis UK and not the personal opinions of any individual volunteer.

Networks may choose to post items or links to external sites, as long as they follow the guidance below:

- Be relevant, local links
- Be in accordance with the Newsletter Advertising Policy
- Links should not be to products or services or GoFundMe pages (or similar)
- Links can be to things such as local charities or patient groups, and to individuals' fundraising pages (if they are raising money for Crohn's & Colitis UK)

If you receive a request for participants in research this should be directed to researchinvolvement@crohnsandcolitis.org.uk for our Research Team to investigate.

Please note that it's important to ensure the social media page is checked regularly (preferably every few days) in order to monitor comments and messages.

What should social media not be used for?

We know that the internet and social media is a place that people affected by Crohn's and Colitis use to get information and support around how best to manage their condition and learn from others who have gone through similar situations. Local Networks play a great role in this by making people aware of their events and by signposting people to Crohn's & Colitis UK's range of information and support options. However, the signposting of support available should not turn into one to one support or counselling as this falls outside of the remit of our volunteers.

Areas to sign post people to are:

- Crohn's & Colitis UK's moderated Facebook forum www.facebook.com/groups/CCUKforum/
- Information sheets - www.crohnsandcolitis.org.uk/about-inflammatory-bowel-disease/quick-list
- Crohn's & Colitis UK Helpline www.crohnsandcolitis.org.uk/support/helpline
- Crohn's & Colitis Support www.crohnsandcolitis.org.uk/support/emotional-support

To help with responding to specific queries we have created this [standard response document](#) which covers the common questions you should expect to receive.

Data Protection

Everyone in the UK has the right to have information about them (personal data) kept safe and only used for the purpose that they have supplied it. Crohn's & Colitis UK is registered as a Data Controller to hold people's data in accordance with rules laid down by parliament and any breach of this puts us at risk of serious fines.

What does this mean for answering enquiries?

- The email address or any other information given by the enquirer must not be disclosed to anyone outside our organisation without the enquirer's specific permission.
- This also means it must not be copied into or forwarded onto personal email accounts.
- The email address and any other information divulged must be kept only for as long as the enquiry is being dealt with. After that this information should be deleted to avoid accidental misuse of the data.

You can find out more by reading our [Data Protection policy](#).

Safeguarding online

Keeping people safe online is a shared responsibility. If you see anything that causes you concern or makes you uncomfortable while on any of our social media pages, please let us know by contacting a moderator or emailing the designated safeguarding officer on safeguarding@crohnsandcolitis.org.uk

Further signposting and hints and tips are [here](#).

Please ensure that any photos of your events that you intend to use for social media or publicity are ones that have been taken by the appointed team member at the event and not ones given to you by other sources. People in the picture must also have consented and made aware of how their picture is to be used. Please ensure that no child's full name or other personal details are used next to any photo and that the image is appropriate in dress and location i.e. it doesn't identify where they live or the school they attend.

Who should and shouldn't we interact with on Social Media?

This should seem obvious, but actions taken on social media represents your Local Network and the Charity in more than just what you post. People you follow, things you share/reshare, things you like and comment on also displays to followers, supporters and the general public who we are as a Charity so please always be mindful of this when interreacting with other users, pages and comments.

You may wish to follow: other Local Networks, local healthcare providers, Crohn's and Colitis related organisations, local venues, fundraisers, campaigner etc. However other users of the social media platforms may interpret who you choose to follow or posts you share or like as an endorsement of their goods, services, or them as a person. It is therefore important that when following or interacting with other pages you operate in line with the Newsletter Advertising Policy and do not follow or interact with:

- Individuals or companies selling products or services that they claim may improve the symptoms of or cure Crohn's or Colitis or even other illnesses.

- Individuals or companies selling products or services that they suggest are an alternative to conventional medical treatment of Crohn's or Colitis or even other illnesses.
- Individuals or companies offering professional services who are not members of a nationally-recognised regulatory body.

Responding to Direct Messages and Comments

People interacting with your pages may assume that with the instant nature of social media that they would get a relatively quick response. We do though appreciate this is not always possible or practical and so to help manage these expectations and response times we would ask that social media is checked on a regular basis (preferably every few days).

To help with responding to queries we have created this standard response document which covers the common questions you should expect to receive.

As volunteers we fully appreciate that not everyone is able to check the page regularly for comments or Direct Messages. To help in this scenario we would advise to turn off the Direct Messaging facility on Facebook (Twitter and Instagram don't have this ability).

We have also provided the below blurb to be added to the auto response feature to DM's on Facebook (Twitter and Instagram don't have this feature). Adding this will mean those direct messaging the Facebook page not only understand the page is run by volunteers but also signposts to other areas of the Charity where their question can be answered.

The below will have to be manually typed into the Automated responses, Instant reply or Away message area of the Facebook pages Inbox:

The screenshot shows the Facebook Page settings for 'Automated responses'. The 'Instant reply' toggle is turned on. The 'Timing' section shows 'Sent instantly'. The 'Edit' button is visible at the bottom right of the settings panel.

Platform	Setting	Status
Messenger	Greet customers	▼
Instagram Direct	Away message	Off
Comments and more	Instant reply	On
Facebook	Frequently Asked Questions	▼
Instagram	Contact information	Off
Instagram	Location	Off
Automated responses	Respond to feedback	▼
Automated responses	Page recommended	Off
Automated responses	Page not recommended	Off
Automated responses	Communicate about jobs	▼
Automated responses	Application received	Off

Instant reply

- On

Respond to the first message someone sends your Page.

You can customise your message to say hello, give people more information about your Page or let people know when to expect a response.

Timing

Sent instantly

Note: If your Page is away and has instant replies turned on, people will receive an away message instead of an instant reply.

[Edit](#)

“Thank you for your message. As a team of volunteers we may be unable to respond to your message immediately, but will aim to within a few days. For more urgent messages that relate to the Local Network please contact the Charity at networks@crohnsandcolitis.org.uk or call 01727734457.

If your enquiry relates to something else, please contact our Helplines Team via info@crohnsandcolitis.org.uk or call 0300 222 5700.

If you are in a mental health crisis, please contact Samaritans on 116 123”

Our reason for highlighting this issue is not just about supporter care but also to help respond to people coming across our pages in a time of mental health crisis and need a quick response. Which is where a volunteer checking regularly or an auto response to DM's can help them in signposting to either Crohn's & Colitis UK or Samaritans on 116 123.

Protecting Social Media pages for future use.

When setting up social media pages your Local Network's email should be used. Personal email addresses and telephone numbers are not to be used when setting up the page. If they have been used please make sure to change them as this will allow us to protect the pages from becoming dormant or inaccessible if certain volunteers stop volunteering and become uncontactable. It will also allow the Volunteering Team to access the pages, when required, to make quick amends or updates to branding for example or just simply look after the page when no volunteer is able to do so.

Please pass on your login details to the Volunteering Team at networks@crohnsandcolitis.org.uk. For Facebook please add the Volunteering Team as an admin. Check out our [“How to..”](#) for help to do this.

In the past because this has not been done it has resulted in dormant social media pages being left on social media as your Local Network or the Volunteering Team can now no longer access them and pass onto new volunteers to manage. This means that when supporters come across the pages they get the wrong impression of the Local Network as all they see is no activity on the page for years.

Resetting the password and/or access

If at any point you feel the security of your page has been compromised, please reset the password and contact the Volunteering Team at networks@crohnsandcolitis.org.uk and 01727 73 44 75.

When volunteers come and go from the network it is good practise to reset the passwords to make sure the pages can only be accessed by current volunteers. Once the password is reset please let the Volunteering Team know at networks@crohnsandcolitis.org.uk. For Facebook please regularly check who has access to the page to make sure only current volunteers and the Crohn's & Colitis UK Volunteering Team can manage the page.

Deleting Social Media

We understand that there are times when a volunteer's circumstances change, and they can no longer look after social media pages as much as they or we would like them to. In this situation it may be tempting to delete the page if no one else in the network is able to look after the page. However please do not do this as it would be an incredible waste of yours and previous volunteer's efforts in generating the current page following and the pages provide a unique history for the network.

If the network ever finds themselves in a situation where no one is able to look after the page, please contact the Volunteering Team (networks@crohnsandcolitis.org.uk) as we need to make sure we have access to the page to safeguard it for future use by your Local Network.

Interacting with the Charity's main pages

Follow us!

Following the Charity's main social media pages on [Facebook](#), [Twitter](#) and [Instagram](#) is a great way to stay up to date with the latest news, get inspiration for your own posts and a way to further support any national campaigns by resharing or retweeting.

There are also specific Twitter pages for the [Volunteering Team](#), [Fundraising](#), [Research](#) and [Health Service Development](#) for you to follow, tag and reshare.

Resharing specific content

Networks are also able to reuse / repurpose the quotes pictures created by our Digital Team but please ensure you do not repost people's stories from our Instagram page. Our Digital Team have consent from the individual to use these, but Network pages do not unless they have been specifically contacted by the person.

Tag us!

We'd always encourage (and be surprised if you didn't) follow all of the Charity's social media accounts listed above and also tag them in any posts you'd like them to be made aware of or reshare. However due to the amount of tags our accounts get they cannot guarantee that every post they're tagged in by Local Network's can be reshared as they need to strike a balance between original content, charity news and supporter content as well as not posting at all as too much posting can turn followers off. The Volunteering Team would always encourage you to email them if there is a specific post they've been tagged in ([CrohnsColitisV](#)) but have missed and not reshared.

Campaigning

Specific admin when creating the pages

Facebook

Administration

When setting up a Facebook page, Local Networks should ensure that:

- The page adheres to our [Brand Standards and name formats](#)
- The Volunteering Team are added as an admin. Check out our [“How to..”](#) for help to do this.
- Facebook groups should not be added or created by your Local Network page
- The ability for visitors to post on the page should be disabled as only your Local Network should post to the page.
- Only the network’s volunteers and members of the Crohn’s & Colitis UK Volunteering Team should manage the page
- In Page Transparency please don’t display who the page Team Members are. This is to protect your privacy and stop visitors being able to contact volunteers directly.
- The page needs to be public
- Your Local Network’s email should be used when creating the page
- Personal email addresses and telephone numbers are not to be used when setting up the page

Twitter and Instagram

Administration

When setting up a Twitter or Instagram page, Local Networks should ensure that:

- The page adheres to our [Brand Standards and name formats](#)
- Your Local Network’s email should be used when creating the page
- Personal email addresses and telephone numbers are not to be used when setting up the page
- Please pass on the login details to the Volunteering Team at networks@crohnsandcolitis.org.uk.
- The page needs to be public

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