Social Media Policy

A guide for social media use for Live Well with Cancer's (LWWC) core staff using social media in a personal capacity as a representative of LWWC.

This policy is intended for all staff and volunteers of the charity, including employees, consultants, trustees and volunteers. Before engaging in social media activity, you must read this policy, which contains guidance that will help you adhere to our standards.

Introduction

What is social media?

Social media is the collective term given to web-based tools and applications that enable users to create, share and interact with content (words, images, graphics and video content), as well as network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media platforms include Facebook, X (formerly Twitter), LinkedIn, Instagram, YouTube, Twitch and TikTok.

Why do we use social media and what can we use it for?

Social media is essential to the success of communicating Live Well with Cancer's work. It is important for designated staff and volunteers to participate in social media to engage with our audiences and stakeholders, contribute to relevant conversations, and raise the profile of LWWC's work, using the charity's accounts. Some staff and volunteers may also support the charity's work using their personal accounts, and many will have social media accounts for personal use.

Building an engaged online community can lead to more significant long-term support and involvement from supporters. Social media guidance from the Charity Commission (September 2023) conveys how social media can be a highly effective way for a charity to engage its audiences and communicate about its work.

Social media helps us to:

- Promote our campaigns
- Share our news and updates with our audiences
- Engage in important conversations with stakeholders
- Celebrate our successes
- Raise awareness of important issues and challenges
- Support our fundraising activities

Which social media channels do we use?

LWWC uses the following social media channels

Instagram	www.instagram.com/livewellwithcancer
Facebook	www.facebook.com/LiveWellWithCancer
YouTube	www.youtube.com/@livewellwithcancer9048

Staff guidelines

1. Representation

Identify yourself as a staff member or volunteer of LWWC in your social media profiles when posting about the organisation or its activities.

2. Professionalism

Maintain a professional and respectful tone in all interactions and avoid posting content that could be perceived as offensive, inappropriate or discriminatory.

3. Privacy

Protect the privacy of our members and their personal information by refraining from sharing sensitive or confidential details without their consent.

4. Accurate information

Only share credible and accurate information from trusted sources to maintain the integrity of the organisation and its mission.

5. Credit sources

Respect copyright laws by attributing content to the original source when sharing information.

6. **Positive engagement**
   Actively engage with our community and followers, celebrate their achievements, thank them for their fundraising and foster a supportive online environment.

7. **Timely reporting**
   Inform our core team (Maureen, Ben or Jervie) of any inappropriate behaviour or content that needs attention.

8. **Non-disclosure**
   Refrain from disclosing internal discussions or decisions without prior approval from the appropriate team member.

9. **Conflicts of Interest**
   Disclose any potential conflicts of interest that may arise from your personal social media activities and avoid sharing content that could harm the reputation of LWWC.

10. **Compliance**
    Adhere to all relevant laws, regulations, and policies while using social media on behalf of LWWC.

11. **Training & support**
    We will highlight free social media training dates offered by VODA to members of staff to access. Bespoke sessions can also be arranged by charity when appropriate.

12. **Review & update**
    Be aware that this policy will be reviewed and updated periodically to remain compliant with legal and ethical standards

By following these guidelines, we can ensure that LWWC maintains a strong, supportive, and professional online presence. Your cooperation and commitment to these principles are greatly appreciated.

Document details

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This policy will be reviewed annually or in response to updated regulations or guidance.