



Example of a social media policy for an organisation

This policy has been developed to ensure that individuals responsible for managing the [ORGANISATION/PROJECT] social media profiles adhere to a set of brand guidelines, including messaging, content and language and tone, throughout all online communications to establish an effective social media presence that will help meet objectives.

The vision

The overall vision for [ORGANISATION/PROJECT] is to [raise awareness of [ORGANISATION/PROJECT]'s brand amongst [WHO/WHERE]]. Below are specific targets:

Outputs

- Secure [TOTAL] likes/follows
- Secure [TOTAL] unique visitors to the xx blog/website

Outtakes

- Secure [TOTAL] total reach
- Recruit [TOTAL] brand ambassadors

Outcome

- Secure [TOTAL] engagements on Facebook
- Boost awareness/enquiries of [??]

Key messages

During the campaign, it's important to revisit the agreed objectives and key messages, to ensure that activity remains focused. Outlined below are the key messages that should be communicated throughout the campaign.

General:

[INSERT GENERAL MESSAGES]

Campaign-specific:

[INSERT CAMPAIGN SPECIFIC MESSAGES]

Social media guidelines

Just as with traditional media, we have an opportunity, and a responsibility, to effectively manage [ORGANISATION/PROJECT]'s reputation online and to selectively engage and participate in conversations. When posting on behalf of [ORGANISATION/PROJECT] please adhere to the following principles:

1. **When in doubt, do not post.** You must ensure that your posts are completely accurate and not misleading, and that they do not reveal personal information about patients without their consent. Exercise sound judgment and common sense, and if there is any doubt, do not post it.

2. **Give credit where credit is due.** Do not claim authorship of something that is not yours. If you are using another party's content, make certain that they are credited for it in your post and that they approve of you utilising their content and you tag or mention them.
3. **Honesty is the best policy.** When approaching social media influencers, explain who you are and who you're representing, to help establish an open and honest relationship.
4. **Respond.** If a user asks a question don't ignore it. If you don't have the answer, then acknowledge the question and explain that you are looking into it for them. Make sure you do return with further details. If appropriate try to take the conversation off the public timeline, by asking for an email address or sending a direct message. Always respond to negative comments, unless they are deemed as 'trolling', for example swearing, abusive etc, in which case you can remove the post or block the user (depending on channel).
5. **Frequency and Quality.** Ensure that [ORGANISATION/PROJECT]'s page/profile is kept regularly updated but be sure to avoid posting irrelevant content that will disengage followers.
6. **Revisit and Revise.** The use of tools such as Facebook Insights, Twitter Analytics, Google Analytics and link shorteners, should be used to evaluate which posts are most engaging for users. This will allow us to tailor updates to ensure maximum interaction.
7. **Know that the Internet is permanent.** Once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later or attempt to make it anonymous.
8. **Timings.** Consider when your target audience is most active across social media channels before posting to ensure that you capture their attention. Look at stats and insights to determine when the target audience is mostly online.
9. **Out of hours.** Scheduling tools will be used where available to help ensure that content is shared during peak usage time. Channels will need to be monitored during out of hours (weekends / evenings) to ensure that queries are being responded to.
10. **FAQs.** Prepare a document of frequently asked questions and answers. This will assist the person on social media duty to respond quickly to any queries that have been asked previously.

Language and tone

The language and tone of [ORGANISATION/PROJECT]'s page/profile should be personable, simple and jargon free, while maintaining an expert status.

For example:

Personable – Facebook is a personal space for users, so it's important to keep things friendly. Posts should be in a chatty style to help engage with users and create brand ambassadors.

Simple – We want to make social care accessible for all and to provide advice and guidance to patients, parents and carers. Posts should be encouraging and positive without being patronizing. E.g. we're talking to adults, most likely over 30, so we need to avoid text-talk and slang, and ensure spelling is perfect.

Expert – We need to put out quality posts and talk with authority on the subject of social care. We're sharing advice and expertise, we're not selling.

Content

To keep the page populated with interesting content, a mix of the following will be used:

1. **Videos**
2. **Resources**
3. **Memes**
4. **Listicles**
5. **Partner organisation updates**
6. **Industry news**

Evaluation

As with all communications, the success of the campaign will be measured against the agreed objectives set out in this document.

Built-in page/profile insights will provide audience demographics, total Likes, total reach, audience behaviour, etc. We would recommend incorporating agreed pages to watch of similar brands and brands you aspire to be like as a measure of your own success.

In addition to the quantitative results, user quality and comments will also be monitored, for an insight into the target audience's thoughts and feelings about the product.

Emergency contact/s

[NAME]

[ROLE]

[DAY TIME CONTACT]

[OUT OF HOURS CONTACT]