

Social Media Guidelines



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Introduction

As a Julia's House staff member, volunteer or supporter, you're in a unique position to use social media to make a difference to the work we do.

By connecting with each other, helping with fundraising, or simply sharing positive messages about Julia's House, you can help us reach a wider audience. However, there are a few simple rules to follow when promoting our work online.

Julia's House has a presence on Facebook, Twitter, Instagram, LinkedIn and You Tube. Connecting with us on these networks is the best way to share our messages.

Main charity channels:

- **Facebook** = Julia's House Children's Hospice
- **Twitter** = @julias_house
- **You Tube** = @juliashousechildrenshospice
- **Instagram** = @juliashousechildrenshospice
- **LinkedIn** = Julia's House the Dorset and Wiltshire Children's Hospices

Retail channels:

- Facebook = Julia's House Charity Shop Creekmoor
Julia's House Charity Shop Salisbury
- Instagram = @gemofjuliashouse
- TikTok = @juliashousefashion

If you have any questions please get in touch with us by calling 01202 644220 or email pr@juliashouse.org and ask for:

- Caz Warnes (Communications & Marketing Director)
- Sarah Gwynne (Social Media & Digital Content Officer)
- Susie Carver (Media & Communications Officer - Dorset)
- Laura Shack (Media & Communications Officer - Wiltshire)
- Cat Hollingum (Digital Marketing Executive)
- Jodie Watkins (Digital Marketing Assistant)

Speaking on behalf of Julia's House vs speaking about Julia's House

We encourage everyone to talk about Julia's House, but only certain Julia's House staff can speak on behalf of Julia's House through the charities official social media profiles. This ensures that our overall messaging, brand and tone of voice is consistent.

Social media can blur the lines between personal comment and opinion and organizational views. **If you plan to use your own profile to talk about Julia's House, fundraise, or promote Julia's House work, it should be clear this is something you are doing in a personal capacity.** Therefore we ask that you include the following statement on your social media account:

'Any views expressed on this account are my own and not that of Julia's House'.

In the description of your page, be clear what your relationship is with Julia's House – whether it's in the role of staff, supporter or volunteer. For example @John Smith – I volunteer for Julia's House – a fantastic children's charity based in Dorset and Wiltshire.

General guidelines

DO:

- Share Julia's House tweets and posts to your own social media profiles
- Promote your own fundraising activities through your social media profiles
- Promote staff and volunteer vacancies through your social media profiles
- Remember that whatever you say can be made public. Your privacy settings won't necessarily stop other people sharing your posts. Be mindful that what you publish will be public for a long time
- Use wording and images from the Communications & Marketing team if provided
- Be courteous and respectful of other people and their views, religions and cultures
- Let the Communications & Marketing team know immediately if you become aware of any comments online that you think have the potential to escalate into an issue or crisis

- Be aware you are an ambassador for our brand and should reflect the Julia's House values in your post

DO NOT:

- Post disparaging or defamatory statements about
 - Julia's House
 - Julia's House staff, our clients, or volunteers past or present
 - Suppliers and vendors
 - Other affiliates or stakeholders
- Post abusive, defamatory, obscene, offensive or sexually explicit material
- Post material that is discriminatory on the basis of sex/gender, religion, age, race or disability
- Post confidential information about Julia's House unless it has already been disclosed on Julia's House official social networks. This could include:
 - Details about our work
 - Details of current and future projects
 - Financial information
 - Information held on our supporters, staff or volunteers
 If unsure, don't be afraid to ask the Marketing & Communications team
- Approach potential celebrity ambassadors or corporate partnership options without approval from either the Corporate, Philanthropy or Marketing & Communications teams, this includes tagging in social media posts.

Using our Julia's House social media sites

It is important that official communications are seen to come from the official Julia's House social media profiles. This has a number of advantages:

- An important message will reach more followers if it goes through the Julia's House official pages rather than your own

- The Communications & Marketing team have an overview of all social media messaging across the organisation for the whole year so can ensure nothing clashes or is used at the wrong time to our detriment
- The Communications & Marketing team can ensure one consistent tone of voice across all our social media platforms
- The Communications & Marketing team record the stats for each individual post which helps us learn what kind of posts our followers react well to

If you would like to put a social media post on our owned Julia's House channels or have an idea for social media activity, please send this directly to the Communications & Marketing team via pr@juliashouse.org. Please bear in mind:

- Julia's House will not re-share posts from your page on its owned channels. If you have content you would like to share on Julia's House channels, you should send the post through to the Communications & Marketing team as above and when it is posted, you can then share to your own timeline from Julia's House official accounts
- Facebook: Is for Julia's House events and events organised by Friends. Thank yous will be included on a 'Thank You Thursday' roundup slot. Exceptional thank yous will be featured at the discretion of the Communications & Marketing team. As a rule, third party events will not be included, but exceptional third party events (eg a fundraising ball organised by one of our families) will be featured at the discretion of the Communications & Marketing team. Third party posts to our page will get friendly comments and likes from us, but we won't share them on our timeline
- Twitter: Happy to tweet thank yous and events, re tweet supporter's tweets or send messages to fundraisers to wish them well. We can pretty much tweet anything!
- Instagram: Mainly an awareness raising channel focussing on the care we give. The feed will predominantly feature care updates, and Instagram stories will be used to cover live events, share posts we are tagged in, and highlight campaigns / appeals and other 'asks'
- LinkedIn: To be used for sharing and networking. We post care content, fundraising asks and regularly shout out other companies we work with / who support us. The content will be geared towards businesses where we can, and the purpose of our LinkedIn content is to give our Corporate Fundraisers starting points for conversations, they then go on to use their own LinkedIn accounts to personally network and engage with local businesses / potential supporters

ALL OFFICIAL SOCIAL MEDIA SITES AND OUR WEBSITE ARE MANAGED BY THE COMMUNICATIONS & MARKETING TEAM, AND THE RETAIL SOCIAL MEDIA SITES ARE MANAGED BY THE RETAIL TEAM: No other teams/staff should set up corporate sites without the authorisation of the Communications & Marketing team. Staff and volunteers should not set up sites that are made to resemble an official site.

- Our digital team monitors social media and responds to comments between 9am - 6pm Monday to Friday. Our automated response when someone contacts us states these hours
- As required on evenings and weekends, we have an out of hours rota, covered by the Communications & Marketing team
- As required, social media is monitored during 'out of hours' events to ensure we provide live interaction and response to questions / comments

Data Protection & Confidentiality

Julia's House staff and volunteers should not interact with families who use or have used Julia's House's services on their personal social media pages without first discussing the interaction with their line manager. You should ignore or decline friend or follower requests from families until you have the authorisation of your line manager.

You should not respond to work related queries from families through social networking sites, unless ignoring the message could place children, young adults or their families in a vulnerable position. In these situations, a Section Head should be told immediately and a meeting called to decide the best action. Boundaries are to protect staff and families. If you are repeatedly contacted by such a person you should contact your line manager.

In such a situation, below is a statement for staff and volunteers to help them communicate these guidelines to families:

"To protect all families, volunteers, supporters and staff at Julia's House, the charity has guidelines for using social networking sites, such as Facebook, Instagram and Twitter. To help ensure boundaries are not confused between personal and professional activity, all Julia's House staff have been asked to keep their social networking pages for private use only."

If you are already Facebook friends with a child, young adult or family member who uses Julia's House please advise your line manager and obtain their authorisation. If you advised by your line manager to delete them as a Facebook friend. You might like to send them this message to explain:

“I am sorry that I have had to remove you from my Facebook friends list; this is because Julia’s House has guidelines that advise us that we should keep personal and professional relationships separate.”

You are able to use the professional social networking site, LinkedIn, to connect with potential corporate supporters and donors directly, as this is a business-based, not personal social platform.

Julia’s House use the website and social networking sites for the charity’s purpose and clients have given consent for any personal information and photographs to be used for that purpose only.

We recommend that you only share images from Julia’s House official accounts, however if posting photographs from your own fundraising, you must ensure you have the correct permissions before posting photos. These include:

- written parental consent for photos of children under the age of 18
- written permission to use any copyrighted professional photos.

Everyone is responsible for their own compliance with the social media policy. Participation in social media on behalf of Julia’s House is an opportunity that should be treated seriously and with respect. For staff, breaches of social media policy may incur disciplinary action, depending on the severity of the issue. [Please refer to Disciplinary & Dismissal Procedure](#)

DON’T FORGET

If you are concerned or uncertain about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your volunteer supervisor and / or Communications & Marketing team. If in doubt, don’t post!