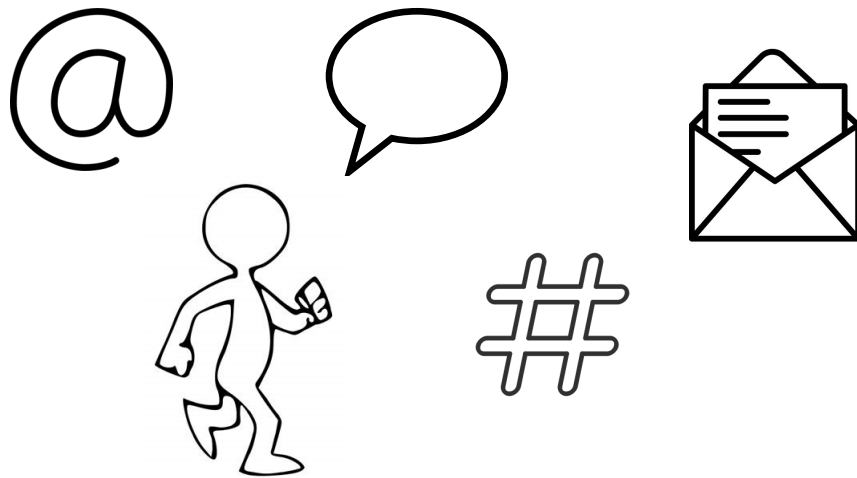


Helping to spread the word

Social media guidelines for Microtia UK volunteers and supporters



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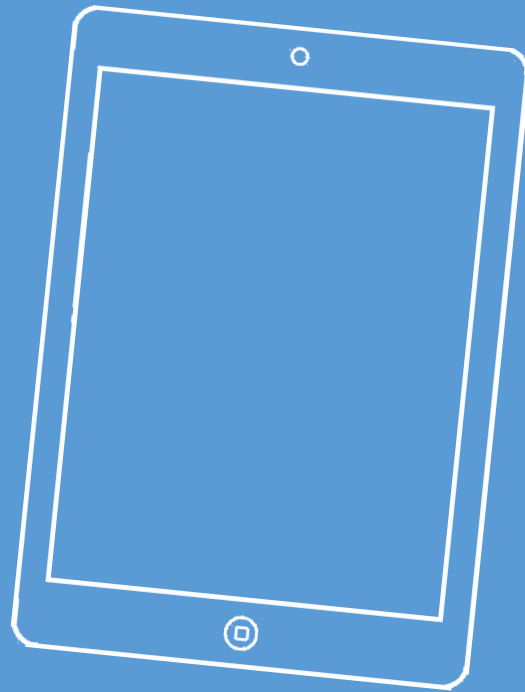
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Social media - general

You're in a unique position to make a difference to the work we do



Social media

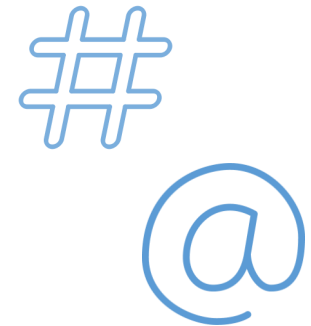
Social media networks such as Facebook, Twitter and Instagram are more popular than ever.

In the UK alone, Facebook is used by over 33 million people. As a Microtia UK volunteer or supporter, you're in a unique position to use these networks to make a difference to the work we do. By connecting with each other, helping with fundraising, or simply sharing positive messages about Microtia UK, you can help us to reach a wider audience and take us several steps closer to helping the wider Microtia community.

Microtia UK has a presence on a number of social media channels, including Facebook, Twitter and Instagram. Connecting with us on these networks is the best way to stay up to date and share our official messages. It sounds simple, but you can make a massive difference by helping us to spread the word.

You're free to say whatever you like about Microtia UK on social media, but we hope that when talking about us you'll make good judgments and not say or do anything that could reflect badly on our work. However, there are a few simple rules that we ask you to follow when promoting our work online. Some of these are legal issues about the use of our name and brand but most are simply helpful tips.

If you have any questions please get in touch with us by emailing info@microtiauk.org



General guidelines

Here are a few things to remember when using social media.

Whatever you say online can be made public

Your privacy settings won't necessarily stop other people sharing your posts (either deliberately or accidentally).

Be the best person you can be online

Be courteous and respectful of other people and their views, religions and cultures.

Think before you share

Never disclose non-public and confidential information about Microtia UK, its staff, volunteers, and most importantly its service users.

Be an online ambassador

Remember, by spreading the word about us and our work, you actively help us reach and support more people with Microtia.

Give credit where it's due

Please respect copyright and trademark regulations. When using someone else's content, please give them a mention and seek their approval before using their content.

If in doubt...

don't post or comment.



Microtia UK and social media

Talk about Microtia UK with confidence
and make the most of social media



‘Speaking on behalf of Microtia UK’ vs. ‘speaking about Microtia UK’

We all talk about Microtia UK, but only certain Microtia UK staff can speak on behalf of the charity.

As volunteers and supporters, you wouldn’t want to be in a position where someone else thought your views were those of the charity.

Social media has blurred the lines between personal comment and opinion and organisational views. Now anyone can make a comment online and journalists do trawl the internet and social media for comments about people, organisations, and issues.

Make sure that you’re not caught out. Include a simple statement such as “Any views expressed on this account are my own and not that of the Microtia UK charity.”

If you’re using your own social media profile, blog, or website to fundraise or promote Microtia UK’s work it should be clear that this is something you are doing in a personal capacity.



Social media brand guide

Creating your own social media accounts

When you name your social media page, make sure that it's clear what your relationship is with Microtia UK - whether that's in the role of a supporter, volunteer, or local business board or group. For example, a Facebook page for a local business group could be called "Manchester businesses Microtia UK fundraising page".

For Twitter accounts, please don't use 'Microtia UK' as part of the @handle as this causes confusion when other users are searching for the official 'Microtia UK' Twitter account,

So stay clear of anything like: @microtiauksupporters

You can of course mention Microtia UK in the description of your account page. Here you should clarify who you are and what you do, whether you're a local business board/group, supporter or volunteer.

For example: @BeckySmith (Description) I volunteer for the Microtia UK charity - helping to raise awareness and funds.

You can be as creative as you like, and inject your own personality into your account - just bear these guidelines in mind.



Social media brand guide

Using the Microtia UK logo

Microtia UK has an easily recognisable logo which people associate with us and the work we do. It's important that we make sure the logo stays as strong as possible, and we ask you to help us make sure of this.

Please don't use the Microtia UK logo on Twitter profile pictures as this can be confusing for users searching for the Microtia UK official Twitter account.

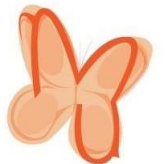
We also advise against using the logo as a Facebook or Instagram profile picture.

Please don't create alternative versions or change the Microtia UK logo in any way.

You can, however, use the logo below as an image or part of images posted on your social media or fundraising page if you are supporting Microtia UK in your activities.



If you have any questions about when or how to use the logo, please get in touch with us by emailing info@microtiauk.org



Specific social media guidelines

Like and follow.

Helpful tips for different sites.



Specific social media guidelines

Facebook

- Please 'like' our Microtia UK fundraising page and share our posts on your own timeline. This sounds so simple, but it's a great way to let people know about the work that we do and share our recent campaigns. Feel free to comment on our posts too.
- You can also post information about an event you're organising on the Microtia Mingle UK Facebook page and encourage other supporters to get involved.
- If you come across a comment within the official Microtia UK Facebook pages which you feel is inappropriate, or if you have any other questions regarding Facebook, please contact the administrators via the Microtia UK fundraising Facebook page or send an email to info@microtiauk.org. You can also report abusive or inappropriate content directly to Facebook. Here is Facebook's guide on how to report content on Facebook: <http://www.facebook.com/help/181495968648557/>
- If there's anything else you want to know about using Facebook, then please get in touch.



Specific social media guidelines

Twitter

- Please follow **@microtiauk** and retweet anything you like or think might be of interest to your followers.
- Sadly, not everyone using social media has good intentions. Should users attack you because of your association with Microtia UK, please don't attempt to directly respond to those comments. It could make you vulnerable and prone to further attacks. On Twitter, you can also block users and prevent them following you and their @replies and mentions will not show up in your timeline. Here is Twitter's guide on how to block users: <https://support.twitter.com/articles/117063-blocking-users-on-twitter#>
If you need further help, please contact info@microtiauk.org
- You are in an ideal position to tell people about what we do, so tweet links to Microtia UK web pages, and actively promote the organisation to people who are looking for help or advice on Microtia. Please share our website link to others as the site is full of helpful information: www.microtiauk.org

