



SOCIAL MEDIA POLICY

Twitter, Facebook and Instagram guidelines for all Volunteers

We encourage interaction with the London Irish Centre (LIC), its followers and other organisations from our volunteers. This policy refers to all digital media channels, Twitter, Facebook, Tumblr, YouTube, Instagram, Pinterest, Snapchat & emerging channels.

General courtesy: When referring to the LIC organisation, services, and events by/connected to the LIC; or members of staff connected to the LIC, we expect general courtesy. Diverse opinions are welcomed but tweeters and posts must refrain from swearing, using defamatory, negative or salacious language regarding the LIC, associated people or organisations.

Connections to the LIC: If a personal Twitter, Facebook and/or Instagram account biography references that a person is a LIC volunteer or contracted in any way by the LIC, it must be made clear that despite a connection to the LIC, opinions given by the account owner are entirely their own and are not endorsed by the official LIC digital accounts, or the LIC itself.

Social media handle: When relevant please add **londonirishcentre** to your posts so that we can, if relevant interact with you and develop a conversation.

Spread of information: Please bear in mind that digital posts have a very large reach, and the LIC has thousands of digital channel followers, increasing daily. Tweets and posts including the LIC handle can be seen by those following the LIC, in addition to the followers of the person tweeting or posting on Instagram or Facebook. Information spreads very quickly and it can be difficult to successfully retract information once it has been posted.

Interpretation: If you think a post could be misinterpreted, please think about how you could rephrase it so that your meaning is clear. Please also make sure that any information you give out concerning the LIC is factually correct, and your intention is clear.

Audience: Your account (if public) will be visible to everyone including young people, LIC volunteers, staff, clients, board members, potential employers', and your peers. Please be mindful of the need to be professional and organisationally sensitive with what information you share.

Responses to critics and criticism: If you come across a less than favourable review of a LIC service or event, please refrain from directly responding in a negative fashion. We encourage volunteers, supporters and those working on LIC services to promote the services they are involved in and to engage with debate, but please bear in mind that responding negatively can be harmful to your own reputation as well as that of the LIC. Please speak to the volunteer manager if you require clarification or advice.

Pictures: Please consider how a photograph can be interpreted. Please ensure that any photographs you share relating to the LIC represent the values of the LIC.

Hate speech (including racism, homophobia, transphobia, ageism, ableism; gender discrimination, economic discrimination etc) It goes without saying that we do not tolerate



hate speech and will ask anyone associated with the LIC found posting such content on their channels will be asked to remove it.

Advertising: If you are involved in a project or are a fundraiser you would like to share with the LIC's audience please contact the volunteer manager, who can pass it on to our *marketing and communications officer*.

We carefully monitor mentions of the LIC. Any comments that breach the LIC's policy on social media will be deleted or hidden from public view as appropriate.

The LIC's social media channels are closely and regularly monitored. If you see something that breaches the digital policy, please contact the marketing and communications officer or volunteer manager.