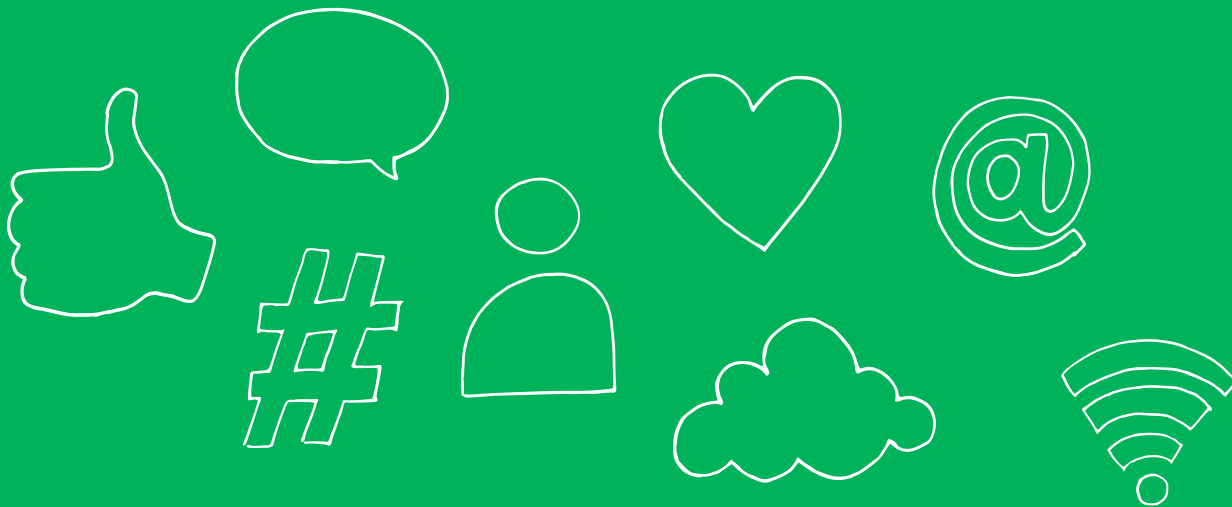


Helping to spread the word

Social media guidelines for NSPCC
volunteers and supporters



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Social media – general

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



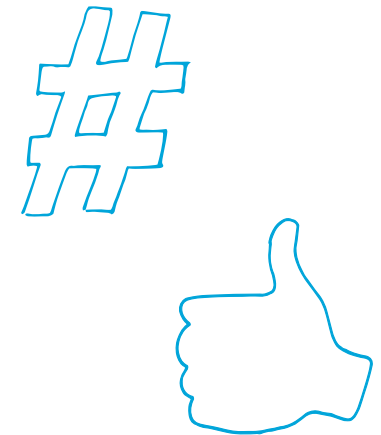
Social media

Social media networks such as Facebook, Twitter and blogs are more popular than ever. In the UK alone, Facebook is used by over 33 million people. As an NSPCC 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 the NSPCC, you can help us to reach a wider audience and take us several steps closer to ending cruelty to children.

The NSPCC has a presence on a number of social media channels, including Facebook, Twitter and Audioboo. 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 the NSPCC and ChildLine 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 calling **0808 800 5000** or emailing **help@nspcc.org.uk**



General guidelines

Here are a few things to remember when you're 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 the NSPCC, 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 children.

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...

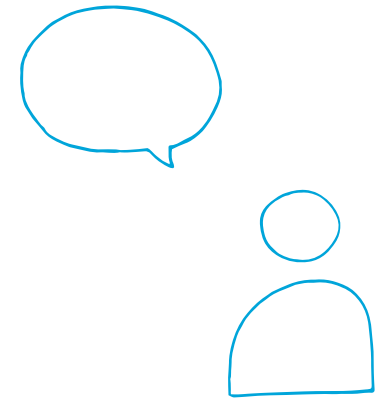
don't post or comment.



Child protection responsibilities

We all have a responsibility to do everything possible to ensure that children are kept safe from harm. If you come across anything online that could mean a child is at risk, you should report it as soon as possible.

- Make a note of the URL of the webpage or social media post you're concerned about.
- Take a screenshot if you can.
- Send these and as many other details as you can to **help@nspcc.org.uk**



The NSPCC and social media

Talk about the NSPCC with confidence and make the most of social media



‘Speaking on behalf of the NSPCC’ vs. ‘speaking about the NSPCC’

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

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 NSPCC.”

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



Social media brand guide

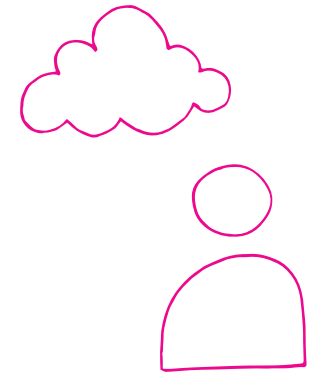
Creating your own social media accounts

When you name your social media page, make sure that it's clear what your relationship is with the NSPCC – 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 "Glasgow businesses NSPCC fundraising page".

For Twitter accounts, please don't use 'NSPCC' as part of the @handle as this causes confusion when other users are searching for the official 'NSPCC' Twitter account. So stay clear of anything like: @NSPCCsupporters.

You can of course mention the NSPCC 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: @JohnSmith (Description) I volunteer for the ChildLine Schools Service – a fantastic initiative from the NSPCC.

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 NSPCC logo

The NSPCC 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.

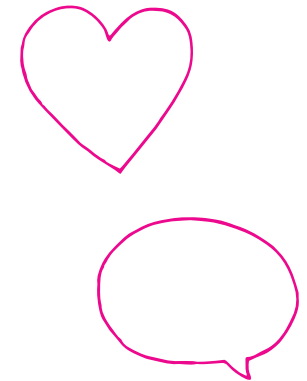
Please don't use the NSPCC logo on Twitter profile pictures as this can be confusing for users searching for the NSPCC's official Twitter account.

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

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

You can, however, use the logo as an image or part of images posted on your Facebook page if you are supporting the NSPCC in your activities.

If you have any questions about when or how to use the logo, please get in touch with us by calling **0808 800 5000** or emailing **help@nspcc.org.uk**



Social media brand guide

Core messages

Capturing what an organisation as big as the NSPCC does isn't an easy task. So we've developed some messaging for everyone who needs to talk about the NSPCC. These are great resources for describing what we do in clear, concise language. You could use the first sentence as a one-liner, the first paragraph as a short description, or all three paragraphs as a longer description.

NSPCC: The NSPCC is the only charity focussed on ending child cruelty across the UK. Everything we do protects children, prevents abuse and transforms society so it's safer for all children.

Our work is driven by the simple belief that no child should suffer. However, we know child abuse is widespread and much remains hidden. This is why we help children and families directly through our local services, bring immediate support through our national helplines and provide training and support to people who work with children. It's why we campaign for changes to the law and lead public debate.

For more than 125 years, our work around the UK has helped us understand more about what works best for children. We continue to learn and share this knowledge with professionals, governments and the public, so that together we can end child cruelty.

You might want to talk about the NSPCC's ChildLine service. If communicating with adults please use the following: No child should ever have to suffer alone or in silence. That's why ChildLine is here 24/7 for any child or young person who needs us. We're on the phone, we're online, and we're always ready to listen.

If a child is in distress or danger, they can talk to us. ChildLine is free and confidential. We're determined to help children overcome their problems by giving them somewhere to turn, day or night.

ChildLine: always there for children.

Specific social media guidelines

Like, follow and blog.

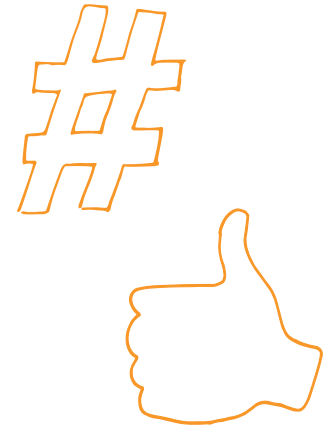
Helpful tips for different sites.



Specific social media guidelines

Facebook

- Please 'like' our 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 NSPCC Facebook page and encourage other supporters to get involved.
- If you come across a comment within the official NSPCC Facebook page which you feel is inappropriate, or if you have any other questions regarding Facebook, please contact the administrators via the NSPCC's Facebook page or send an email to **help@nspcc.org.uk**. You can also report abusive or inappropriate content directly to Facebook. Here is Facebook's guide on how to report content on Facebook: <https://www.facebook.com/help/181495968648557/>
- If there's anything else you want to know about using Facebook, then take a look at our **house rules**.



Specific social media guidelines

Twitter

- Please follow **@NSPCC** 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 the NSPCC, 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 **help@nspcc.org.uk**
- You are in an ideal position to tell people about what we do, so tweet links to NSPCC web pages, and actively promote the organisation to people who are looking for help or information on child protection issues. In particular we want as many people as possible to share our helpline numbers.



Specific social media guidelines

LinkedIn

- Feel free to include your voluntary role at the NSPCC in your LinkedIn profile.
- If you display that you volunteer for the NSPCC on your public profile, then we ask you to be sensible about what groups you choose to follow on LinkedIn. This will avoid risking potential harm to our reputation. If in doubt, please contact **help@nspcc.org.uk**

Personal blogs

- If you have a blog and choose to write about volunteering for the NSPCC please remember never to share confidential information on your blog or allow others to do so (either in guest posts or comments).
- If you are contacted by a member of the public about an NSPCC-related issue, please ask them to contact the charity via **help@nspcc.org.uk**

