

Introduction

These guidelines have been produced by the Director of Communications and Marketing, in accordance with the MissionAssist Media Policy. They set out detailed practices and procedures for administering social media facilities. These guidelines, as described below, are the only ones formally recognised as appropriate for use by MissionAssist, but they may be amended from time to time, as new facilities become available and are considered relevant and useful to the needs of the organization.

Facebook

MissionAssist currently has a *Facebook* Page and a *Facebook* Group account. The former is the organization's official *Facebook* site aimed at an external audience and, therefore, used for both marketing MissionAssist and communicating its activities. The latter is mainly for an internal audience, facilitating communications both from MissionAssist to its members, and social activities between them.

Facebook Page

This is the official and primary platform for MissionAssist.

Objectives

- To market MissionAssist, its services and its projects.
- To communicate news of MissionAssist, forthcoming events, and so on.
- To help extend knowledge of, and interest in, MissionAssist.

Editorial policy and practice

- The administrator will be the Director of Communications and Marketing and/or an appointed volunteer.
- Postings should, wherever possible, be worded to invite comments from clients and interested parties.
- Comments must be monitored and, wherever appropriate, a response given.

General guidelines

- Like all *Facebook* Pages and Groups, the aim is to make this relational and personal, and avoid being seen as a one-way publicity tool. Many commercial organisations make this fundamental mistake.
- Updates are critical to increasing the number of 'likes'.
- To engage people, prospective and current clients and volunteers alike, they should be able to express a thought or ask a question if they want to, even though it may be critical – although that should be responded to, or referred to the appropriate

person within MissionAssist. Monitoring is essential to deal with inappropriate posts, for example: those which are anti-Christian.

- Images should be used wherever possible but must always be relevant. Where possible, they should be watermarked, at the lowest resolution possible, and not exceed 400 pixels in height or width, to deter copying or misuse. If they feature a member of MissionAssist, permission from that person must be sought.

Facebook Group

This is a closed account for members of MissionAssist.

Objectives

- To be a channel of communication for MissionAssist members to each other.
- To engender a sense of fellowship among members.
- To update members of what's happening in MissionAssist and related organisations.

Editorial policy and practice

- The Director of Communications and Marketing will have oversight of the account, which may be administered by an appointed volunteer.
- Any member of MissionAssist may be accepted as a member of the *Facebook* Group, but is expected to conform with the *Facebook* terms and conditions, and also with MissionAssist policies and values. All members of the group are free to post content therein.
- Postings should, wherever possible, be worded to invite comments.
- Comments must be monitored and, wherever appropriate, a response given.

Twitter

This is a complementary posting site for MissionAssist.

Objectives

- To communicate the activities of MissionAssist, its services and its projects.
- To help extend knowledge of, and interest in, MissionAssist.
- To provide a channel of communication for clients, other interested parties, and volunteers.
- To help lead followers to MissionAssist's primary marketing and communications facilities.

Editorial policy and practice

1. Postings will be monitored by the Director of Communications and Marketing, and/or an appointed volunteer.
2. Postings should, wherever possible, point to the MissionAssist *Facebook* Page or the website, whichever is appropriate.
3. Postings should be worded to invite comments from clients and interested parties.

General guidelines

The art of using *Twitter* is a matter of keeping ourselves visible on others' newsfeeds, posting and tweeting our own items, but also re-tweeting and sharing other people's posts, liking and following others.

- Update strategically and regularly. The account is likely to be followed by people not primarily being targeted, so tweets need to be a mixture of relevant and general information. Updating regularly is key to keeping followers. Weeks (even days) between updates will cause people to stop following for what they perceive to be a lack of interest on the part of the account holder.
- Engage with those who follow. People will ask questions which should be answered as swiftly as possible. If a compliment is posted, reply and thank the author.