

Social Media Guidance

Background

This document aims to provide guidance to make sure all Barnardo’s main and sub-account social media channels are enhancing and protecting the reputation of Barnardo’s online, and to make sure we’re adopting a best-practice approach to sharing content on social media.

Social media is an essential way to help spread the word about Barnardo’s work. We value every like and share in support of our campaigns from all of our supporters and followers. We know many of our staff and volunteers are on social media and often get behind our posts, and we appreciate it.

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Our main social media accounts

Our main accounts are:

- **X (Twitter):** @barnardos - www.twitter.com/Barnardos
- **Facebook:** @barnardos - www.facebook.com/Barnardos
- **Instagram:** @barnardos_uk - www.instagram.com/barnardos_uk/
- **LinkedIn:** www.linkedin.com/company/barnardo's/
- **YouTube:** www.youtube.com/channel/UC5i0aqO0kr5hqMpt9Nd3aHg

There are also sub-accounts for:

- **Retail:** Instagram and X (Twitter) - (@barnardosretail)
- **Scotland:** Facebook (/barnardosscotland) and X (Twitter) - (@barnardosscot)
- **Wales:** Facebook (/barnardoscymru) and X (Twitter) - (@barnardoscymru)
- **Northern Ireland:** Facebook (/barnardosni) and X (Twitter) - (@barnardosni)
- **Barnardo's News:** X (Twitter) - (@BarnardosNews)
- **Barnardo's Education Community:** X (Twitter) - (@BarnardosEduCom)
- **Barnardo's Community Fundraising:** X (Twitter) - (BarnardosCFR)
- **Barnardo's Health Team:** X (Twitter) - (@BarnardosHealth)
- Other prominent teams/services, including volunteering, events, fostering and adoption, etc.

Processes

Briefing & requesting content for main social media channels

The social media team is here to discuss ideas and help you find the best way forward to share what your service is doing.

In the first instance, follow these steps:

- All content, whether a small piece of reactive content or support for a larger campaign/project should be briefed into the Social Media team by submitting a brief on Workfront.
- For any queries or questions regarding content, please email socialmedia@barnardos.org.uk.
- If you have a piece of reactive content that needs going out urgently, it is still best to email this shared inbox as all members of the social media team will have access to this.

The 'organic social media content briefing process' can be [downloaded here](#).

This document will advise on how best to contact the social media team with content requests for reactive and proactive work and what information you are required to include within your request.

Our lead times for requesting content can be [downloaded here](#).

You can also:

Share details with the admins of official accounts in your nation or region, so they can promote through their accounts (i.e. @BarnardosScot).

Key contacts are:

- **Retail:** retailmarketing@barnardos.org.uk
- **News and Policy:** media@barnardos.org.uk, regionalmedia@barnardos.org.uk
- **Scotland:** regionalmedia@barnardos.org.uk
- **Wales:** regionalmedia@barnardos.org.uk
- **Northern Ireland:** regionalmedia@barnardos.org.uk
- **Southwest:** regionalmedia@barnardos.org.uk
- **Southeast:** regionalmedia@barnardos.org.uk

Please note that every new account representing Barnardo's presents new risk, can dilute the brand's message and doesn't always help services achieve their objectives – like any campaign, careful planning and regular monitoring are key to ensure ongoing success.

Sometimes, a strategic, planned approach through our main account or official nation/regional accounts is more effective than starting a new account (e.g. one tweet from @barnardos is likely to reach a much larger audience than 20 tweets from an account with a low following, particularly if it's targeted to the right audience by using a small budget).

Briefing & requesting sub-accounts

In some cases, you may be able to seek approval to start a social media profile for your service. You should never create a social media account without the approval of the social media team.

If you feel your service has a strong need for an account, you can request this by briefing the Social Media team via Workfront. If you do not have a login/access to Workfront, you can request this via Firstpoint under software.

To log your request, please follow these steps:

- Give us as much information within your Workfront request as you can regarding your aim for the channel and your intended audience – this is the most important thing to help us figure out what social media will help you reach your aims. It is likely for us to come back with other suggested channels based on your aims and audience.
- Fill in a content plan and risk assessment for us to obtain as much information as possible to help in our reviewing process.
 - You can [download the content plan form here](#) and [the risk assessment template here](#).
- These documents should be attached to your Workfront request.

Note: Please be aware of the platforms' guidelines regarding age of users alongside your intended audiences – we cannot engage anyone under the age of

13 on Facebook, Instagram and Twitter as the platforms' policies state that is the min age for their users.

Once you've submitted the Workfront request and the above information, a member of the team will be in touch within a week, and you should have a final answer within 3 to 4 weeks.

You can view the [social media sub-account policy here](#).

Community management guidance

When running a Barnardo's sub-account, it is vital to undertake regular community management. Community Management refers to the creation and maintenance of a brand identity on social channels through responding to comments and direct messages.

You can download the '[Community management guidance](#)' document [here](#).

The documents aims to outline best practices for community management when acting as an admin on a Barnardo's social media sub-account.

Safeguarding

You can download the [here](#).

The document aims to outline guidance on how to deal with safeguarding situations on social media.

A safeguarding issue could be anyone of the following types of messages:

- Anyone talking about self-harm or suicide
- Abuse from a loved one, friend or carer
- A potential problem with one of our staff members, clubs or services
- An issue regarding personal data
- Harmful or explicit photo's

Training documents

If you are an admin of a sub-account and are looking for some additional training, we have the following available for you:

- **How to use Facebook as a business page**
- **How to use Twitter**
- **How to use Instagram**
- [Social media content best practices](#)

Tips for personal accounts

When using a personal account to support our work, there are a few key things to note:

- Please do not include Barnardo's in your username or handle. It's better to emphasise that personal accounts are personal, not official branded

channels. It also improves the overall professionalism of your account.

- For example, on Twitter:

	Do	Don't
Name	<ul style="list-style-type: none"> • Jane Doe 	<ul style="list-style-type: none"> • Jane Barnardo's • Jane Doe Barnardo's • CSM Barnardo's • Barnardo's – Jane Doe
Handle (the letters after the @ symbol)	<ul style="list-style-type: none"> • @JaneDoe • @JDoe • @JaneDoe85 	<ul style="list-style-type: none"> • @BarnardosJane • @JaneDBarnardos • @CSMbarnardosJane

- Although you can include Barnardo's in your bio, it is best practice to state that you work for a 'children's charity' and that 'all views are my own'.
 - If you are a CLT member or would like to state that you work for B's it is advisable not to tweet about your personal campaigning or political activity. However, if the campaigning work is as part of Barnardo's influencing, please do share on your accounts.
 - If you'd prefer not to mention where you work in your own personal bio, you still need to be mindful in terms of risk and taking part in controversial discussions if there may be a way people could find out your place of work. E.g. by searching your name on LinkedIn.
- Be yourself but do consider your audience and how you might come across to others. As a rule, you shouldn't tweet anything that you wouldn't be comfortable for your line manager to see.
- To share Barnardo's messages in a clear, professional, and engaging way, please keep an eye on spelling and grammar. As much as possible, use proper English rather than 'text speak'. Vary your content – [here are some tips from Twitter](#) on writing successful tweets.
- It's inappropriate for staff or volunteers to raise concerns with Barnardo's via social media. Please speak to your line manager or HR contact if you'd like to discuss an issue.
- We regularly monitor social media to keep up with what people are saying about Barnardo's and look for opportunities to share great content from people who work with us. If we notice an instance of an employee bringing the charity's reputation into disrepute or acting inappropriately, we reserve the right to escalate it to the relevant line manager and/or HR.
- For more tips and guidance on managing your social media account, please get in touch: socialmedia@barnardos.org.uk

Style guide for personal accounts

- Use clear, simple and lively words – add emotive words if possible. Don't be too bureaucratic.
- Start tweets with the most important point – talking about vulnerable children? Consider starting the sentence with 'vulnerable children'.
- Include hashtags and handles in tweets or Instagram posts. If possible, integrate them into the copy – i.e. talking about a BBC article on fostering? Why not include @BBC and #fostering to expand your reach and join into wider conversations across the channels?
- Shorten words and use symbols if needed, but always use proper English. If you need to cut back, look for options to use '&' instead of 'and' and remove surplus words – often words like 'that' and 'the' aren't necessary. Swap longer words for shorter ones – i.e. swap 'important' for 'key'.
- Include a multimedia resource (photo, video, audio), if possible. Ensure you have the relevant approvals and photo/video/audio consent before sharing anything.
- If you're including the Barnardo's handle, make sure it's done correctly – '@barnardos' (no capitalisation, no apostrophe).

Tips for Barnardo's sub-accounts

Follow the sub-accounts [social media policy document](#) to ensure your social media channels safely and effectively reach out to our audiences.

The purpose of this policy is to assist sub social media account holders, for example Children's Services, Regions, influencing or fundraising product owners, by providing clear guidance about creating and managing their social media presence, while adopting a safer working practice in relation to social media, as well as defining acceptable and unacceptable behaviour on social media.

Below you'll find guidance on how to set-up each channel.

Setting up a Facebook sub-account

If your request for a Facebook sub-account is approved, your Facebook account will then be set-up by the Digital Engagement and Communities Manager via Barnardo's Facebook Business Manager. Follow these steps:

- On Workfront, you must inform us of the name you would like for the Facebook page. When you name your social media page, make sure that it's clear a/ the name of the service and b/ what your relationship with the Barnardo's is. Sometimes it's best to only use the name of the service

itself. For example, Barnardo's Futures or Bristol BASE.

- Once the page is set-up, you will be required to provide a list of Barnardo's work email addresses of all of admins needed to run this page. These admins will receive an email from Facebook to their Barnardo's work email to advise them to login to gain access to the business page.

Due to Facebook's policies, you will be required to login via your own personal Facebook account. This is the way that Facebook verifies that you are a real person. It's important to note that once you have logged in via your personal account, no one publicly will be able to see you are an admin – this is purely for verification purposes.

Facebook will shut down any pages that have admins with 'grey accounts'. Once the page is shut down, there is no way of retrieving it.

- Make sure you upload a logo to your profile. The logo should be at least 180 x 180 pixels. If you do not have a logo, please contact the creative team.
- Include the relevant contact information for your service, such as an email address, website and address.
- Make sure to update your page description. You should aim to have just one sentence that clearly explains your purpose. Example: "*Barnardo's Cymru has been working in Wales for over a century. Our aim is to reach out to the most disadvantaged children, young people, families and communities in Wales to help ensure that every child has the best possible start in life.*"

Setting up a X (Twitter) or Instagram account

If your request for a Twitter or Instagram sub-account is approved, you can then go ahead and set-up your page. You should create these pages using a shared Barnardo's email mailbox rather than one person's email. This is to prevent issues with accessing accounts when staff members leave.

Here is some guidance on creating your sub-account:

- When you name your social media page, make sure that it's clear a/ the name of the service and b/ what your relationship with the Barnardo's is. Sometimes it's best to only use the name of the service itself. For example, Barnardo's Futures or Bristol BASE.
- For Twitter accounts, please don't use 'Barnardo's' as part of the @handle as this causes confusion when other users are searching for the official 'Barnardo's' Twitter account.

- Stay clear of anything generic like: @Barnardo'sChildrenServices.
- If the username is already in use, we recommend adding underscores instead of numbers. E.g. "@London_IV_service".
- You should always mention Barnardo's in the description of your account page, clearly explaining that the service is a Barnardo's service, and clarify who you are and what you do.

You should aim to have just one sentence that clearly explains your purpose. Example: "*Barnardo's NI works with over 18,000 children, young people and families in Northern Ireland with 45+ services.*"

- Your page or account profile image should be your service logo or name. The logo should be at least 180 x 180 pixels.

Once you have set-up the account, please inform the Digital Engagement and Communities Manager of your username, email address used and password to update our records.

Style guide for sub-accounts

If you manage an authorised and official Barnardo's account, here are a few things to note when creating content:

- It's important to remember who you're trying to speak to and think about your target audience in your communications.
- Follow brand guidelines to adopt Barnardo's tone of voice and follow guidance for supporting photography, videos or other assets.
- Try to avoid using jargon and acronyms. Instead use plain English.
- When using hashtags, always use an uppercase letter for each word.
- All posts should have an asset. Try to use an image, graphic or video for each post.
- Keep it short and sweet - the main idea of your message should be front and centre of your copy, because people have a short attention span. If you keep your posts short, people are more likely to engage and click through to the content you want them to see. Let's say you're launching a new service or product. You should announce your new service/product and highlight its best feature in a social media post. Then, you add a link to a webpage, which explains in more detail.
- Be #findable – try to use hashtags within your social media posts. Hashtags indicate what topic your post is about. They make your content

easier to find and makes you appear in wider conversations. Therefore, we recommend you use them. Always capitalise the first letter of a word in a hashtag e,g. #BelieveInMe.

- Try to use a CTA (Call to Action). Always try to include a call to action at the end of each post. Tell your followers what they should do after reading. For example, you might want them to visit your website or follow your social media channel.

For more detailed social media best practices, please follow the training on this webpage: <https://inside.barnardos.org.uk/resources-and-guidance/our-brand/social-media-policy-guidance-and-escalation>