



SOCIAL MEDIA POLICY

**Policy Owner: Hannah Cree
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**CARING MATTERS NOW
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**Email: info@caringmattersnow.co.uk
Website: www.caringmattersnow.co.uk
UK Registered Charity No: 1192670**



Charitable Incorporated Organisation registered with the Charity Commission in England & Wales:
1192670

Our Mission

Caring Matters Now is the only dedicated in charity in the UK and Ireland to provide information and support for those affected by Congenital Melanocytic Naevus. The charity has three main aims:

- To support those affected by CMN**
- To raise awareness about CMN**
- To raise funds for the CMN research**

Working in partnership with



Charitable Incorporated Organisation registered with the Charities Regulator in Ireland: 20205990

Social Media Policy

1. Social Media Use

Caring Matters Now is keen to develop regular contact with all members and this can be achieved in a number of ways, including linking up with members via social media. Currently, the charity operates the following social media platforms:

- ✓ Facebook Page
- ✓ Facebook Private Groups
- ✓ Twitter Account
- ✓ Instagram Account

All the above social media platforms are in operation to:

- ✓ Provide up to date information and news regarding Caring Matters Now
- ✓ Provide a platform for members to link up together and support one another

2. Code of Conduct

Caring Matters Now charity has developed a list of behaviors, which must be respected and adhered to by all those that use any of the charity's social media accounts.

- **BE NICE TO PEOPLE.** It's important, and the only way this will work. Any content which is deemed to cause a negative experience for members will be removed.
- **KEEP IT CLEAN.** Do not use bad language or content that would cause offense to someone else, such as graphic details of surgery which would be upsetting or uncomfortable to read. When writing a post or comment, consider if the content is necessary.
- **BE WISE – DON'T TAG.** We all use social media in different ways, and everyone has the right to decide what is posted on their social media accounts. Be wise and don't tag others into your posts, as people may not want their social media accounts to advertise your post with their contacts.
- **THIS IS FOR YOU.** Use it. Share things, learn stuff, and get to know each other.
- **BE A FRIEND NOT A MEDIC.** It's important for everyone to remember that Caring Matters Now **does not** give medical advice or recommend treatments. When somebody says "you should do this" or "you should do that" what they're really telling you is what they would do if they were in your shoes. Nothing more. The purpose of the Facebook group is for people to share their knowledge and experiences. You should always remember that the **Caring Matters Now social media sites, in particularly, the Facebook Group is not intended to replace the counsel of your healthcare professional.**
- **IT'S NOT JUST ABOUT YOU.** Posts that advertise, promote services or products or distribute unsolicited information or speak in a disrespectful manner are not allowed and will be removed. Caring Matters Now trustees reserve the right to block or ban users who do this more than once. Remember, this is for you, but that does not mean this is all about you.

3. Reserved Right

In fostering a positive experience for the charity members, the Caring Matters Now trustees reserve the right to take down photos, comments and other material deemed "unproductive". This includes, but is not limited to, vulgar language, disturbing photos, angry or aggressive behavior toward others, graphic and unnecessary content, and posting anything in violation of any intellectual property right of another. If someone persists in offensive behavior or continually violates any of the above behaviors, the Caring Matters Now trustees may block that person from further participation.

4. Screening Posts

All posts will be screened by a member of Caring Matters Now staff or a trustee before they are posted.

If the content of a pending post is considered to potentially cause a negative experience for the members of the group, a member of Caring Matters Now staff will contact the person who has written the pending post directly to offer support concerning the post content.

Any pending posts that are deemed as unproductive, it will not be accepted, and the individual will be informed by email.

Screen posts is in place because Caring Matters Now has a duty of care to all our members.

5. Removing Someone from Social Media Platforms

When a member of the charity writes an unproductive social media post, they will be contacted directly by member of staff or trustee to explain the reason for removing the post and stating relevant wording from the Social Media Policy. The person will be warned if a second unproductive social media post is written and posted on any of our social media platforms, the person will be removed from the group and informed by email.

The charity will continue to offer ongoing support to the member who has posted an unproductive post or comment away from the public social media domains.

When a non-member writes an unproductive social media post, they will be automatically removed / blocked from the charity's social media platform page.

6. Facebook Private Groups

The Caring Matters Now Facebook Private Groups give members an opportunity to share experiences and ask questions in a safe environment. Only Caring Matters Now members are given permission to become a member of the charity's Facebook Private Groups. To gain access, a number of security questions must be answers, followed by the name of the individual requesting access to be cross referenced with the charity' membership database.

7. Facebook Private Groups Social Media Statement

The primary purposes of this Facebook Group:

- to update people on all aspects of the work of Caring Matters Now
- to provide mutual support to one another in a respectful manner

Further information about Caring Matters Now can be found here: www.caringmattersnow.co.uk

If you are registered with the charity and would like to be added to this group, please request to join and await approval.

Please follow the Caring Matters Now Group Rules, taken from our Social Media Policy. Full details of our Social Media Policy can be viewed on our website.

8. Member Participation in Social Media Awareness

We have expanded the ways in which our members can get involved in raising awareness of CMN through Social Media as we recognize that our members have varying personalities, hobbies and interests, Social Media presence and ability.

- **Post a story** about CMN to your Social Media
- **“Day in the life of”**- put together a highlight reel and post this to your Social Media or if you need help with this, send some short videos of your day to our Fundraising and Communications Officer which will be pulled together to form a highlight reel. Videos can be gathered over a week rather than a day.
- **Participate in current ‘Social Media Trends’**- share your interests with us through completing this survey so that we can contact you for one off ‘Trends’ which fall into your expressed hobbies or interests.
- **Social Media Takeover**- A Social Media Takeover is across Facebook and Instagram from Friday 6pm to Sunday 10pm. Closely monitored by our Young Adults Contact.
- **Become a Caring Matters Now influencer**- this means signposting others to Caring Matters Now from your own Social Media Platforms for an agreed timeframe for 1 month with the option to extend the timeframe.

Members who use the charity’s Social Media accounts or refer to the charity using their own Social Media Platforms as a Caring Matters Now Influencer must adhere to our Social Media Code of Conduct (listed above).

9. Important Information for Influencer Under the Age of 18

Caring Matters Now will require the parental permission of all young people involved in raising awareness of CMN using Social Media Platforms as an Influencer.

Caring Matters Now will only share a young person’s post if they have tagged ‘Caring Matters Now’ in it.

Surnames of Young People under the age of 18 will not be included on our Social Media, we will use first name only.

10. Cause for Concern

If anyone has a cause for concern with regards to someone violating the code of conduct behaviors, they should inform the charity by emailing info@caringmattersnow.co.uk