

SOCIAL MEDIA GUIDELINES

For Hospices of Hope
Staff, Volunteers and
Supporters



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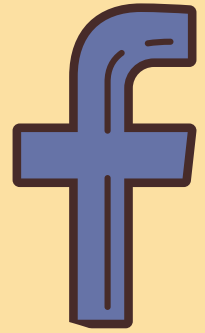
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SOCIAL MEDIA

Social media networks such as Facebook, Twitter and blogs are more popular than ever.

As a Hospices of Hope staff member, volunteer or supporter, you are in a unique position to use these networks to make a difference to the work we do.

Hospices of Hope has a presence on a number of social media channels, including Facebook, Twitter, Instagram, LinkedIn and YouTube. Connecting with us on these networks is the best way to stay up to date and share our official messages. It sounds simple, but can make a massive difference by helping us to spread the word.



TALKING ABOUT HOSPICES OF HOPE ONLINE



You are free to say whatever you like about Hospices of Hope on social media, but we hope that when talking about 'us' you make good judgements and do 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.

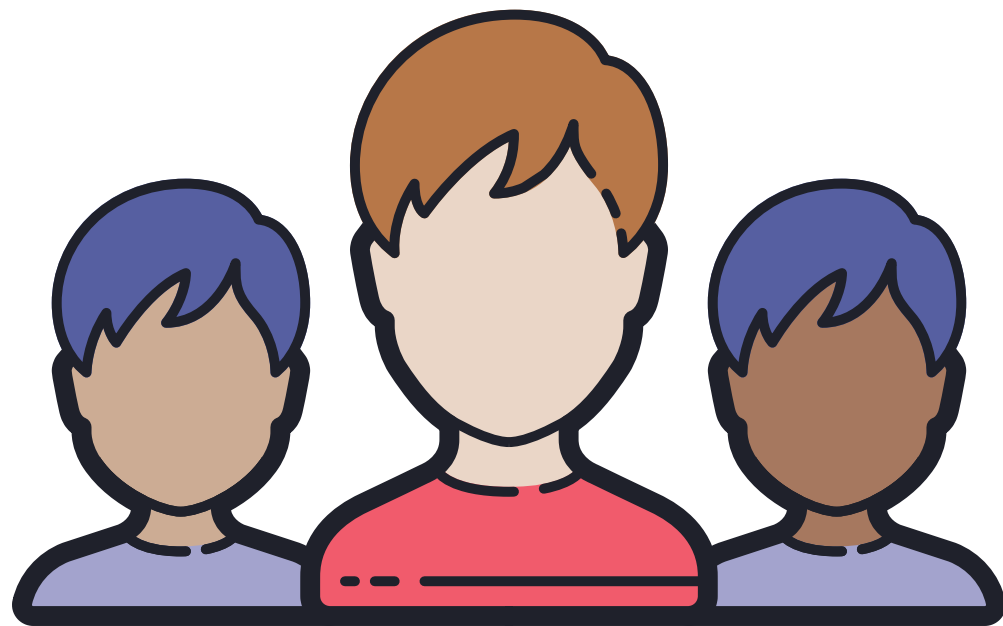
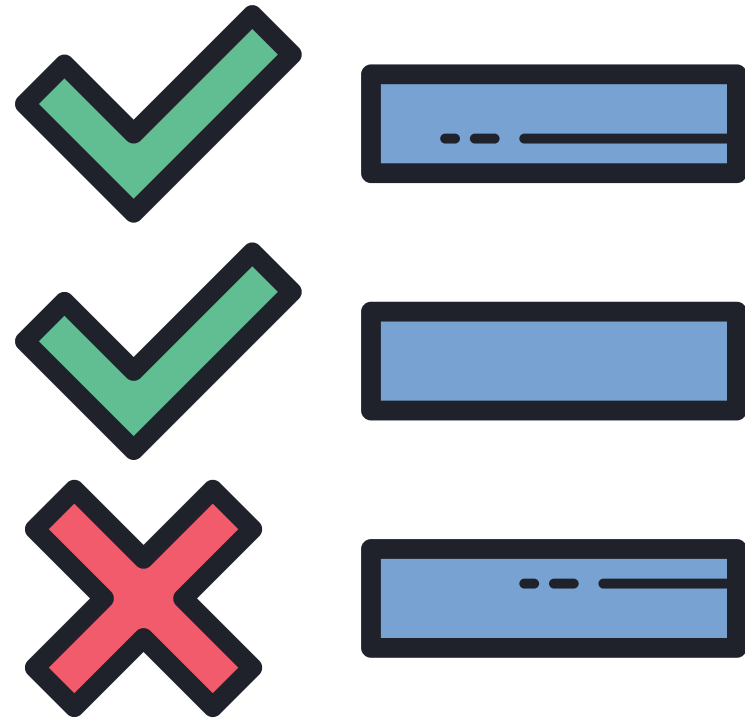
GENERAL GUIDELINES

Here are a few things to remember when you are using social media:



- Whatever you say online can be made public. Your privacy settings will not 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 Hospices of Hope, its staff, volunteers, and most importantly its service users.
- Remember, by spreading the word about our work and us, you actively help us reach and support more children and adults.
- 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 AND VULNERABLE ADULT PROTECTION RESPONSIBILITIES



- We all have a responsibility to do everything possible to ensure that children and vulnerable adults are kept safe from harm.
- If you come across anything online that could mean a child or vulnerable adult 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 are concerned about. Take a screenshot if you can.
- Send these and as many other details as you can to office@hospicesofhope.co.uk.



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‘SPEAKING ON BEHALF OF HOSPICES OF HOPE’ VS.

‘SPEAKING ABOUT HOSPICES OF HOPE’

We all talk about Hospices of Hope, but only certain Hospices of Hope staff can speak on behalf of Hospices of Hope.

As staff, volunteers and supporters, you would not want to be in a position where someone else thought your views were those of the charity.

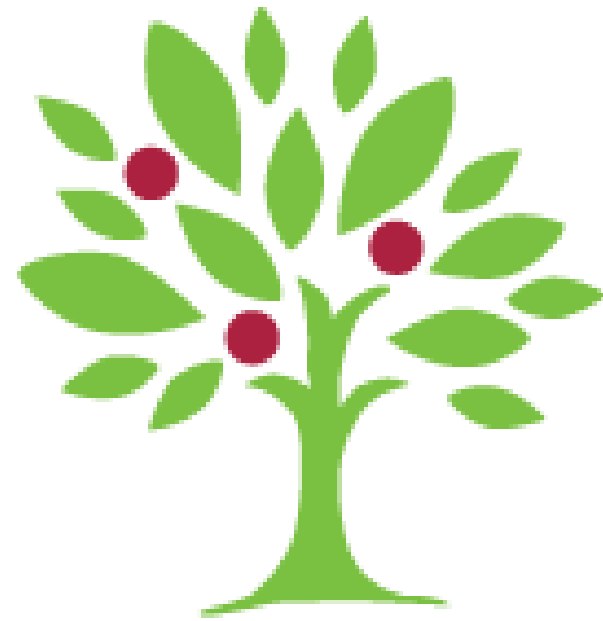
Social media has blurred the lines between personal comment and opinion and organisational views.

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 are not caught out.

Include a simple statement such as “Any views expressed on this account are my own and not that of Hospices of Hope.” If you are using your own social media profiles, blog, or website to fundraise or promote Hospices of Hope’s work it should be clear that this is something you are doing in a personal capacity.



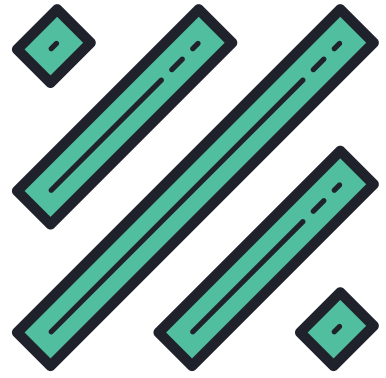


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SOCIAL

MEDIA BRAND GUIDE

CREATING YOUR OWN SOCIAL MEDIA ACCOUNTS



When you name your social media page, make sure that it is clear what your relationship is with Hospices of Hope – whether that is in the role of a staff member, supporter, volunteer or local business board or group. For example, a Facebook page for a local business group could be called “Kent businesses Hospices of Hope’s fundraising page”.



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



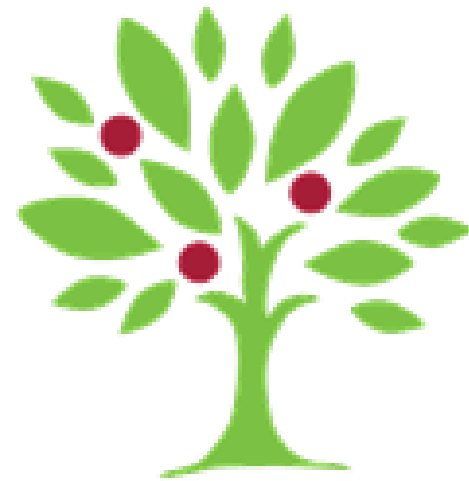
You can of course mention Hospices of Hope in the description of your account page. Here you should clarify who you are and what you do, whether you are a local business board/group, supporter, staff member or volunteer.

For example: @JohnSmith (Description) I volunteer for Hospices of Hope. You can be as creative as you like, and inject your own personality into your account – just bear these guidelines in mind.

USING HOSPICES OF HOPE'S 'IN AID OF' LOGO

Hospices of Hope has an easily recognisable logo which people associate with us and the work we do.

IN AID OF



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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.

DO'S



You can use our in 'aid of logo' as an image or part of images posted on your Facebook page if you are supporting Hospices of Hope in your activities.

If you have any questions about when or how to use the logo, please get in touch with us by calling 01959 525110 or emailing: office@hospicesofhope.co.uk

DONT'S



Please do not use the official Hospices of Hope's logo on Twitter profile pictures, as this can be confusing for users searching for Hospices of Hope's official Twitter account.

We also advise against using the logo as a Facebook profile picture. Please do not create alternative versions or change the Hospices of Hope's logo in any way.

CORE MESSAGES

Capturing what our organisation does is not an easy task. Therefore, we have developed some messaging for everyone who needs to talk about Hospices of Hope.

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.



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1

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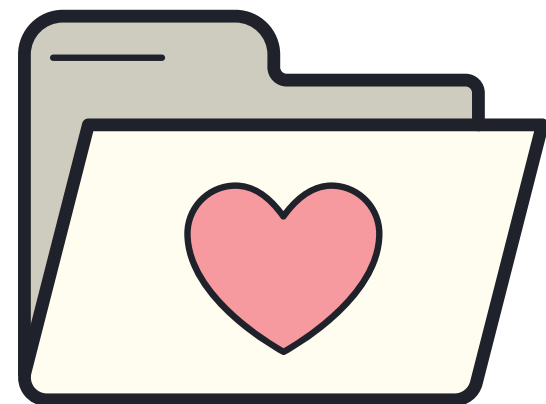
Hospices of Hope is the only UK charity which develops hospice care for adults and children in south east Europe.

2

There is very little help for seriously ill people in these countries and hospice services are very limited. This means people are suffering unnecessary pain and not receiving suitable medical treatment. We believe everyone deserves to live and die with dignity and without pain so we are changing this. Our aim is for everyone to receive professional, holistic care at the end of life.

3

Many medical staff do not learn about hospice care during their training. Through our country partners, we provide courses in palliative care techniques. This means that far more people receive end of life care as more doctors, nurses and social workers have the skills to look after them.



OTHER PHRASES AND MESSAGES YOU MIGHT LIKE TO USE

Hospices of Hope has made a real difference to the lives of more than 40,000 patients suffering from life-limiting and terminal illness.

Serious or terminal illness does not just affect the patients themselves – it also has a major impact on their families – and we ensure that the families receive support as well.

By supporting Hospices of Hope you are investing in humanity
Hospices of Hope supports and develops hospice care for seriously ill adults and children. We want to ensure that everyone has access to the best end of life care.



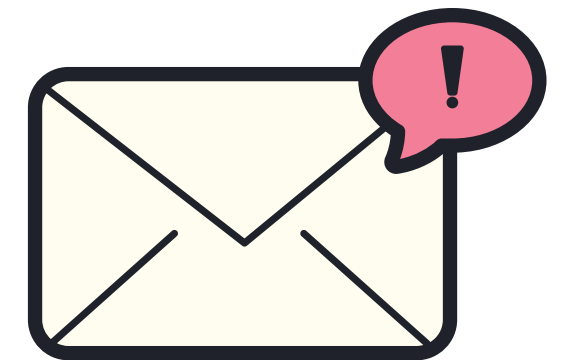


SPECIFIC SOCIAL MEDIA GUIDELINES: FACEBOOK

You can also post information about an event you are organising on Hospices of Hope's Facebook page and encourage other supporters to get involved.

If you come across a comment within the official Hospices of Hope Facebook page, which you feel, is inappropriate, or if you have any other questions regarding Facebook, please call 01959 525110 or email office@hospicesofhope.co.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/>



Please 'like' our page and share our posts on your own timeline.

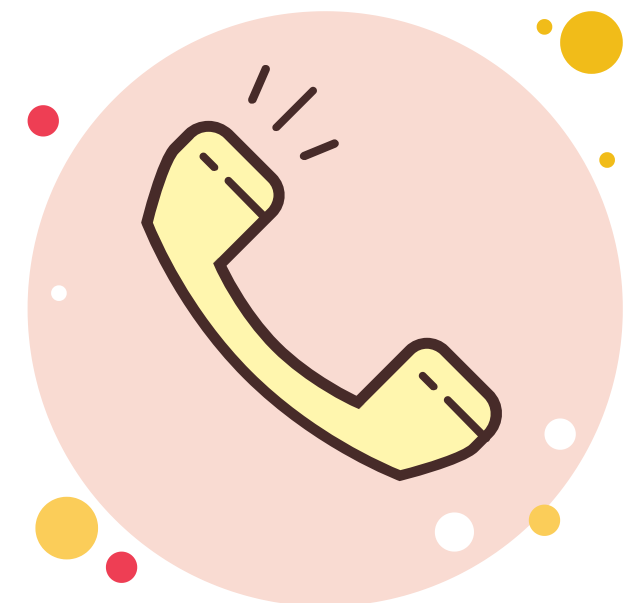
This sounds so simple, but it is a great way to let people know about the work that we do and share our recent campaigns. Feel free to comment on our posts too.

TWITTER

Please follow @HospicesofHope 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 Hospices of Hope, please do not 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 call 01959 525110 or email office@hospicesofhope.co.uk
- You are in an ideal position to tell people about what we do, so tweet links to Hospices of Hope web pages and actively promote the organisation.



LINKEDIN



If you display that you work, volunteer or support Hospices of Hope 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.



Feel free to include your staff, voluntary or supporter role at Hospices of Hope in your LinkedIn profile

If in doubt, please contact 01959 525110 or email office@hospicesofhope.co.uk



INSTAGRAM

Please follow @hospicesofhope and share anything you like or think might be of interest to your followers.

Please watch our story and share anything you like or think might be of interest to your followers in your own story.

If you display that you work, volunteer or support Hospices of Hope on your profile then we ask you to be sensible about what groups you choose to follow on Instagram.

This will avoid risking potential harm to our reputation. If in doubt, please contact 01959 525110 or email office@hospicesofhope.co.uk



Should users attack you in the comments because of your association with Hospices of Hope, please do not attempt to directly respond to those comments.

It could make you vulnerable and prone to further attacks. Here is how to block people on Instagram: <https://help.instagram.com/426700567389543>

You are in an ideal position to tell people about what we do, so share links to Hospices of Hope's web pages and actively promote the organisation.

YOUTUBE

- Please follow Hospices of Hope's channel on YouTube and like/share any videos you like or think might be of interest to your followers.
- Please share any of our videos on your social media platforms.
- When sharing a video of your event on YouTube, please ensure you have communicated with Hospices of Hope first and have sent them a copy of your video.



PERSONAL BLOGS

If you have a blog and choose to write about working, volunteering or supporting Hospices of Hope, please remember never to share confidential information on your blog or allow others to do so (either in guest posts or comments).



HOSPICES OF HOPE'S OFFICIAL SOCIAL MEDIA NETWORKS



Facebook:

@hospicesofhope

<https://www.facebook.com/hospicesofhope/>



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Twitter:

@hospicesofhope

<https://twitter.com/HospicesofHope>



LinkedIn:

@hospicesofhope

<https://www.linkedin.com/company/hospices-of-hope>



Instagram:

@hospicesofhope

<https://www.instagram.com/hospicesofhope/>



YouTube:

<https://www.youtube.com/channel/UC4sak5b1Gg9jAOBHBk0T3dg>