



SOCIAL MEDIA GUIDELINES

Creating a local Facebook page

INTRODUCTION

Communities have the power to make the world a better place. We know this, because we see it happen every day through the work of volunteers in Australia and around the world.

Australian Red Cross embraces the fact that today's communities do not only exist in the physical world, but also online. Australian Red Cross recognises the wide reach that communication in online communities can have - both positively and negatively.

While social media communication on behalf of the organisation is the primary responsibility of the social media team, we recognize that other Red Cross staff, volunteers or members can also further the organisation's goals by using social media networks to promote the organisation's work and strengthen the bond between local communities. Furthermore, there's only so much you can talk about through one main channel. There are many local stories we could tell our supporters, and talk about what the Red Cross means locally. We could further improve, through social media, what the organisation can do for a local community. This is where you come in.

These guidelines are designed to provide helpful, practical advice about how to create and manage a Australian Red Cross page for local services and activities.

If you have any questions, please don't hesitate to contact the Social Media Lead (socialmedia@redcross.org.au).

GUIDELINES

These guidelines consist of three parts:

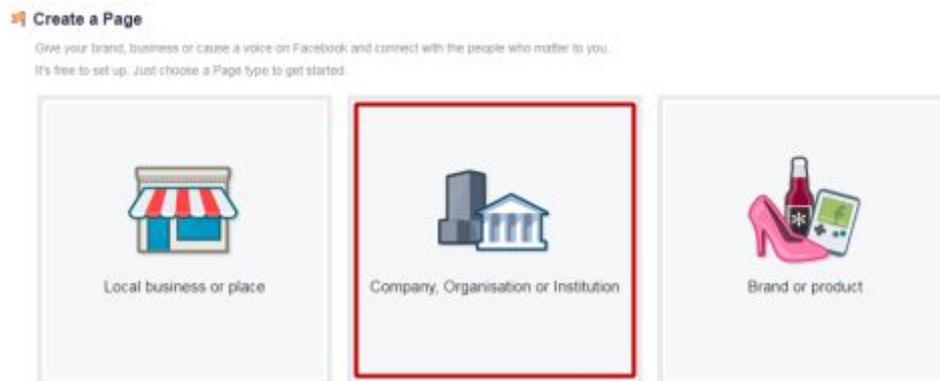
- page creation guidelines
- broader recommendations by the social media team on how to engage with your community.
- a summary of the current social media rules and obligations and how they apply in managing your page.

If you have already created your local Facebook page, you can start at step 2 of the creation process.

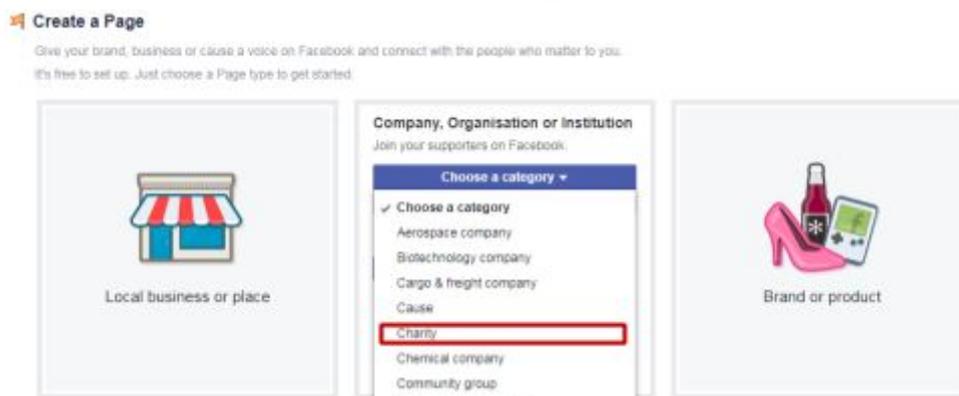
Page creation

1. The first step is to follow [this link](#) and start the page creation process. You need to be login with your personal Facebook account to process further.

- a. Click on Company, Organisation or Institution



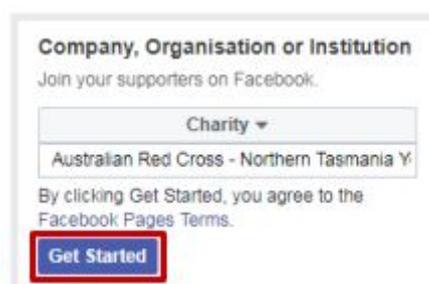
- b. Select 'Charity' on the first dropdown menu
If 'Charity' is not available, select any category. We can fix it later.



- c. In the 'Company name' field, enter the name of the page. The naming convention is: '**Australian Red Cross – Localisation Activity**'.

i.e. 'Australian Red Cross - Northern Tasmania Youth Hub'

- d. Click on 'Get Started'- Follow to step 2.

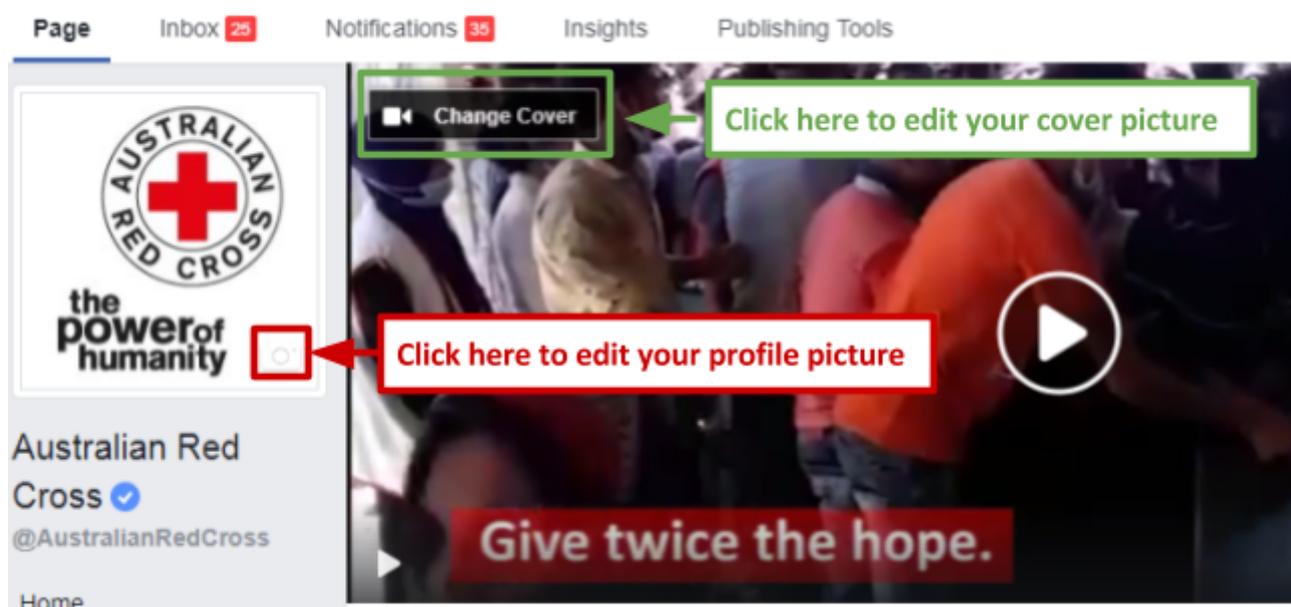


2. Upload a profile picture and a cover picture.

Feel free to use anything you see fit as long as it respects our Fundamental Principles and you have the right to use the picture – do not use an image found online as it's hard to determine its copyright. Use an image you created or your team created.

Alternatively, you can choose to use the [Australian Red Cross logotype](#) [Facebook profile picture](#) and/or [our current Facebook cover picture/video](#). You can download them directly from our page.

Please note, you cannot use the emblems or the Australian Red Cross logotype as any part of an image you created on your own without going through a strict approval process. If you have any question on this matter, please refer to the emblem guidelines.



3. Fill in the 'About' tab

If you have an office or central point for your Red Cross page (i.e. if you are a regional Red Cross office or a shop) add at least a contact number, an email and a website. Never list a personal phone number or email. Complete the 'About' section and the story section.

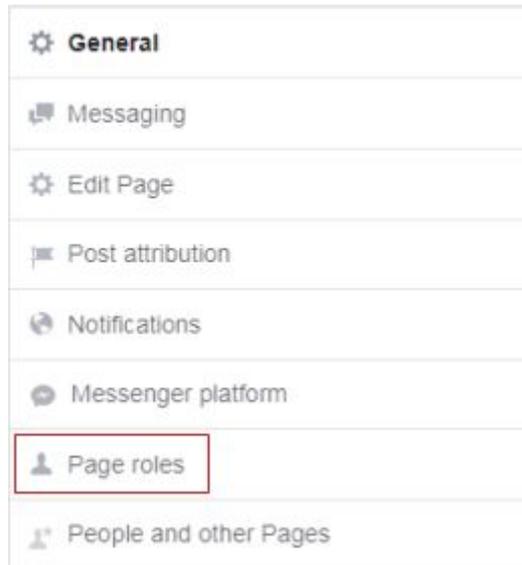
If you have nothing special to say about your page you can always use our [organisation's page 'About' section](#) as an inspiration.

4. Setup your administrator team

- a. Go to 'Settings' on the top right corner



- b. Click on 'Page Roles' on the left side menu.



- c. Look for 'Assign a new Page role' field.

Assign a new Page role

Use either a name or an email to add someone. Please note that the name or email used need to be the one linked to this person Facebook account. Before sending the invite, select the role you want give them. A moderator can comment and moderate, an editor can post, comment and moderate. An admin can do all of that and edit the page as well.

- d. Add our Social Media Lead as an admin (here's the email to invite: doywan@gmail.com). This is crucial for our Social Media Lead to give the organisation access rights to the page. It's not to oversee what you're doing but simply to make sure the organisation can nominate new administrators if need be.
- e. Add anyone that might need to manage the page. Sometime Facebook fail to notify the person you invited. They simply have to [check this page](#) to see any invitation.

5. House rules

You'll find our house rules in the appendix section below. If you want to adapt the house rules, feel free to do so as long as the Red Cross principles and the legal bits are still present. You can add a new tab with the house rules using any page App or by creating a note in the 'note' section.

Engaging with your community

Above all managing a Facebook page requires social interaction, and while being an online a community, it is still a community composed of real people. That means our supporters have the same expectations from the organisation and from you - as a representative of the organisation on your local page, that they would have if they met you in real life in your Red Cross t-shirt.

Here's a few basic, but important, ways to engage with your community.

Be social

People will visit your page and talk to the people managing your page. Have a chat with them, answer their questions and interact with them. You wouldn't just ignore someone asking you a question in real life? It's the same on social media.

Be polite

You might be in a bad mood, or someone might point out a typo or a mistake in a rude way, nevertheless you have to stay polite. As a representative of Red Cross you have to take the high road and uphold our values.

Read what your community is saying

Sometimes there will be negative comments, but the rest of the time what your community says will be a huge treasure trove. You'll find plenty of interesting feedback on ways to improve your presence on social media or even services in what they say. So read what they have to say, show your supporters you're interested in and value their opinion.

Post frequently

It doesn't need to be once a day or a few times a week, but you need to post something at least once a week. Why is it important? Because of the way Facebook works. If your community doesn't engage with your page frequently your posts will

gradually disappear from their timeline. You will then be posting for fewer and fewer people until almost none of your supporters will see your post.

If you're struggling to find engaging content, feel free to share a post from the main [Australian Red Cross Facebook page](#) or the [Blood Services Facebook page](#).

Existing rules and obligations

Observe neutrality and comply with the Ethical Framework

It is important to understand that the Australian Red Cross Ethical framework extends to social media. When posting or commenting on social media you must ensure that your behaviour is aligned to our values and principles and so you must not engage publicly in controversies of a political, racial, religious or ideological nature. This is especially true when you identify yourself as a Red Cross person on a social media platform. Please consult the [Australian Red Cross Ethical framework](#) for more details. In the context of social media, it is important to remember that the Ethical framework applies not only when you represent the organisation or during working hours but around the clock and even when you are on leave. For example, if you post a racist comment on social media and it causes offense to others, the Ethical framework would apply in the same way as if you had made the comment in a meeting.

Respect privacy

Respect people's right to privacy and don't take photos or videos without their permission. Keep in mind that many people who have just been through a traumatic event are experiencing shock and might say "yes" to something they might later regret. Even, if you take photos or videos for personal use only, make sure that you respect the dignity of the people portrayed (see also: [Australian Red Cross Ethical framework](#)). If in doubt, don't post a photo or video. It is your job to protect vulnerable people. Focus on positive images to avoid the risk of exploiting someone in a vulnerable moment.

Respect the rights of children and protect their privacy. Don't post anything about any minors that could lead to anyone identifying them or where they live. (see also: [Child Protection Policy](#))

Moderation

Engaging and talking to other people often leads to exciting and thriving conversations, but this shared space still needs to respect the law, our Ethical Framework and more broadly your community. This is why you need to make sure you moderate your local Facebook page.

This is not about censoring member's views. Moderation should not be used to suppress a legitimate and reasoned discussion.

Australian Red Cross encourage open discussion, but when posting comments/posts, our member need to review and adhere to the following moderation guidelines.

Here's a few actions you have available for moderation.

Response

If you see a user crossing the line or being on the verge of doing so, you can decide to simply talk with him/her if you think there is a chance to avoid further issue/action. But keep in mind that it doesn't work with everyone. The more troublesome cases will need more decisive action.

Deleting the comment

This is the most simple and useful solution. If a comment does not comply to our house rules and will harm the community, simply delete it. Keep in mind that on a social media platform deleting a comment is permanent, there's no going back.

Ban

If you identify that an user is consistently defying the house rules, is toxic for the community and can't be reasoned with, you can ban him/her permanently. That does not mean a persistent user can't come back with another account and somehow find his way back into the group.

An issue? Not sure what to do?

Times will come when you're not sure what to do. Either you don't know if a comment should be moderated, what to do with a repeat offender or where to get the information to answer a question. When in doubt, please don't hesitate to contact the Social Media Lead (socialmedia@redcross.org.au).

House rules

Comments that can be categorised as follows should be deleted:

- Threatening, abusive, offensive, xenophobic, defamatory or inflammatory comments toward a person, entity, belief, or symbol. In addition such instances should be reported to Facebook.
- Spam, advertisements or endorsements of any commercial organisation. Of course

mentioning relevant products and services is permitted as long as they support people comment.

- Comments that incite hatred on the basis of race, religion, gender, nationality or sexuality or any other personal characteristic.
- Disparaging remarks or threats against countries, ethnicities or other groups of people.
- Personal details, such as private addresses, phone numbers, email addresses or other online contact details unless asked.
- Comments that impersonate or falsely claim to represent a person or organisation.
- Swearing, hate-speech or obscenity.
- Comments that break the law - this includes libel, condoning illegal activity, and breaking copyright.
- Comments that deliberately provoke other commentators.

APPENDIX

Selection of Australian Red Cross profiles

If you want to connect with Australian Red Cross through your own social media profiles, please take a look at these:

Facebook

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

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

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

Twitter

<https://twitter.com/RedCrossAU>

<https://twitter.com/redcrossbloodau>

Instagram

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

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

LinkedIn

<https://www.linkedin.com/company/australian-red-cross/>

<https://www.linkedin.com/company/388451/>

Australian Red Cross

For more information, please contact:

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