

Using social media effectively

Social media is mostly positive, it's a fantastic way for us to raise awareness of the work we do, the fundraising our supporters to and of motor neurone disease (MND) in general.

However, there are certain risks to using the platform – it's important to remember it's a public forum. This guide relies on good judgment and common sense but mostly it is to ensure you do not post anything that may damage your or the MND Association's reputation.

Whether you run a branch or group social media page or identify as an Association volunteer on your personal page, you need to consider the following:

Social media DOs

- ✓ Post about any Association related activity you're participating in e.g. Branch/Group meetings, fundraising events etc.
- ✓ Be careful that the language you use cannot be misconstrued, misunderstood or used mischievously.
- ✓ Think carefully about your choice of personal photos, especially if you identify yourself as an Association representative
- ✓ Ensure you have consent for any images/videos you post containing other people.
- ✓ Consider and respect the feelings of others, and recognise that material you might regard as harmless could be viewed differently by others e.g. controversial or bold messages about MND.
- ✓ Make sure you have permissions to use any imagery/videos you do not own
- ✓ A key rule of thumb, remember, if you wouldn't want a newspaper to publish it, don't post it.

Social media DON'Ts

- ✗ Don't say or do anything on social media that is likely to bring you or the Association into disrepute e.g. contrary to the Association's policies and procedures
- ✗ Don't post or share anything that anyone could find offensive, racist, homophobic, abusive, degrading, disparaging, derogatory or humiliating
- ✗ Don't respond to negative posts or comments about the Association, instead email a link our Digital Media Manager – Chantal.jefferies@mndassociation.org
- ✗ Avoid posting personal opinions about controversial current affairs such as political elections, celebrities, businesses etc, especially on an account linked to the Association.
- ✗ Don't communicate or publish sensitive information about people/a person living with or affected by MND.
- ✗ In compliance with the new GDPR, do not do anything which might jeopardise confidential information and/or intellectual property.

The above should help you avoid some of the most common issues experienced by people representing an organisation. Please continue to use social media to share your activities and raise awareness of the Association and MND.

If you have any questions, please email Michelle in the volunteering team on michelle.frost@mndassociation.org.