

The following are some of the sections that it is helpful to include:

### Current Channels

List the following:

Channel	Handle	Aims
Eg. Facebook	@DioceseinEurope	Community building, event sharing, positive messaging Closed support groups (ie Comms Network and Youth) Messenger as it remains a popular channel for our audience Engagement across building communities.

### Aims and objectives

These will vary in significance between channels but broadly could include:

- Information sharing
- Brand building
- Engagement building
- Community building
- Responding to a crisis

### Rules of use

These can include - and expand on each of your points as appropriate to you:

Guardians: *(include details of passwords management)*

We post with consideration: ie. *We reflect the Diocese in Europe and chaplaincy's values in our posts and use our tone of voice. We don't reveal our personal opinions via our accounts by 'liking', 'sharing' or 'reposting'*

We bring value to our audience: ie. *We commit to answering questions within the timescale in this document, even if it's a holding reply.*

We obtain consent: ie. *All images are either licenced by the chaplaincy or are free to use and any images we have taken will have model consents. Posts from individuals or organisations which we reshare are considered to have these permissions in place themselves.*

Put safety first: ie. *We are wary of language in sensitive situations and in terms of revealing any individual's location or personal information.*

We stick to the law and remain politically neutral

We check facts

### Tone of voice

This should reflect your main Communications Policy and should include aspects such as the tone of voice you will use, and take note of accessibility and inclusivity.

### Activity

When are you active? Include:

- When you post if there is anything regular
- When you respond to comments/posts and Messengers
- Add a note on your channel profile page about these details, including a statement that if people have an urgent or safeguarding concern, this is not the place to put it and remind people of your safeguarding contact.

### Statement of Engagement

Include:

Which posts from community members that you respond to, why and how.

How you respond (if at all) to negative comments, ie:

Tone of post/ comment	Eg	Action	Rationale
Eg. Requests for money	Please donate to..	Leave post up but don't comment Hide and block if a scam about financial services etc or if the request is persistent (over 3 posts)	We want to protect our community where possible

### Crisis Communications

The following refers to crisis comms as a response to an issue effecting/directed specifically to the chaplaincy. For example:

- Someone posting allegations about your chaplaincy or community
- Accusatory and/or personal comments
- An offline issue arising that people may/are already responding to online

### What constitutes a social media crisis?

When your social media activity spurs a flurry of negative responses - a major change in the online conversation

An action that has sparked anger, disappointment, or distrust on a wide scale

An individual or chaplaincy being targeted maliciously or in a way that endangers privacy

Accusatory or defamatory speech

Ensure you list here how your Safeguarding Policy links to such a crisis/what actions you will take.