

Social Media Guidelines

1. Be an ambassador for our brand. Social Media posters should ensure they reflect the WRAC Association values in what they post and use our tone of voice.
2. Always pause and think before posting. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
3. Be aware that any information you make public could affect how people perceive the WRAC Association. You must make it clear when you are speaking for yourself and not on behalf of the WRAC Association.
4. Use common sense and good judgement. Be aware of your association with the WRAC Association and ensure your profile and related content is consistent with how you wish to present yourself to the general public, association members, stakeholders and media.
5. If a Social Media poster is contacted by the press about their social media posts that relate to the WRAC Association, they should talk to the CEO immediately and under no circumstances respond directly. ceo@wraca.org.uk
6. Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.
7. We encourage Social Media posters to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support the WRAC Association and the work we do. Where appropriate and using the guidelines here, we encourage all to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the Office Manager who will respond as appropriate.