

SOCIAL MEDIA POLICY FOR DEPLOYMENTS

Social media is a useful tool for ShelterBox, allowing us to raise awareness about our work, connect with our supporters and reach out to important contacts. You have the power to help us reach so many more people through social media and we really value your support in helping us spread the word about ShelterBox.

But social media also has its pitfalls. It easily blurs the line between the personal and the professional, and the simplest misstep could lead you to create a security risk or even undermine the credibility of ShelterBox. This guidance helps you avoid that and provides you with a simple framework to help you make the most of social media.

WHO IS THIS POLICY FOR?

This policy is designed for all ShelterBox Response Team members and all ShelterBox staff when deploying with ShelterBox. It also applies to partners, freelancers and agencies on non-ops deployments. There is a separate social media policy for staff members when not on deployment which can be found in the [Employee Handbook](#).

WHAT CHANNELS DOES THIS POLICY COVER?

It covers all social media channels, including but not limited to, Facebook, Twitter, Instagram, YouTube, LinkedIn, Reddit, Pinterest and chat apps like Snapchat and Messenger.

PERSONAL USE OF SOCIAL MEDIA

- Assume anything you do or say on social media can be seen by anyone. The need for care applies at all times, regardless of your privacy settings or if it's a direct or private message.
- Keep in mind that posts can often be seen by more than friends and family, and information intended just for friends and family can be forwarded on. Posts on Facebook or Direct Messages on Twitter that you think are restricted can be easily and quickly screen grabbed and shared with much wider audiences.
- Remember never to disclose non-public information and be aware that taking public positions online that are counter to ShelterBox's interests might cause conflict.
- **Do not post anything relating to the response whilst you are on deployment** or non-ops deployments, including location specific information such as location stamps and photos that show where you are (e.g. a landscape). If you capture a photo or have an experience that you would like to share, send it to the Brand and Content team. You can share ShelterBox's official posts, providing your posts are appropriate and follow the rest of the guidelines in this document.
- Please feel free to post personal updates whilst you are on deployment, but please ensure they are not related to the response or include location specific information (for example, it is acceptable to wish a friend Happy Birthday).
- You can use private channels like Whatsapp to share photos and updates with your family members and loved ones.
- Remember you are responsible for your actions. Anything that you post that could impact the security of our teams and beneficiaries or tarnish ShelterBox's image will ultimately be your responsibility. We encourage you to participate in our social media, but urge you to do so properly, exercising sound judgement and common sense.

- When in doubt, do not post or check with your team lead.

Dos and Don'ts

- *DO like, comment and share ShelterBox's posts*
- *DO say that you work/volunteer for ShelterBox on your profile if you want to, but please make it clear that all views are your own.*
- *DON'T post any updates while you are on deployment unless you are sharing an official ShelterBox post.*
- *DON'T post updates that glamorise or make light of ShelterBox's work.*
- *DON'T post selfies of yourself with a beneficiary*
- *DON'T take photos or videos of any beneficiaries without their recorded consent. Further guidance on consent can be found [here](#).*

COLLECTING SOCIAL MEDIA CONTENT FOR SHELTERBOX

The Brand and Content team may ask you to gather content for social media as part of your content brief. You are not expected to post it directly to ShelterBox's social media channels – instead you should send it to the Brand and Content team (brandandcontent@shelterbox.org).

Top tips for collecting social media content:

- Keep it short and sweet – if the story or update you're trying to convey can't be written in a few lines, consider making a video instead
- Keep it varied – take photos, film short 15 seconds videos, film longer pieces to camera. Our social media audience respond well to varied content.
- Tell a story – if you're asked to create Instagram stories, try to tell the story of your day. Film your journeys, take photos of the people you meet, let us know what you're up to.
- Branding – if possible, try to include an aid item in your photos/video or wear a correctly branded T shirt
- Facebook Live - if you are asked to film a Facebook Live video you will be briefed by the Communications team beforehand.