Social Media Policies

Navigating Your Brand and Meeting Stakeholders' Needs

#Cause2Mkt

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Social Media Policies

Questions to ask about your social media practices:

What is the purpose?

- Fundraising, public awareness, marketing, PR?

› **Who is your audience?**

- Who do we want to engage/interact with?

› **Which tools can bring purpose and audience together?**

Social Media Policy

Kids Help Phone

What is the purpose?

- Brand awareness, promote events, fundraising, engage with multiple audiences.

› **Who is your audience?**

- Donors (current and prospects), adult volunteers, youth.

› **Which tools can bring purpose and audience together?**

What is Kids Help Phone?

- Kids Help Phone is Canada's only national, bilingual, youth-focused counselling service provider.
- Free, anonymous, and confidential.
- Open 24/7, 365 days a year.
- Provides counselling, information, and referrals by phone and online at kidshelphone.ca.

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About Us

- The KHP Promise
- How to keep it private
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- Video: The Bully
- Video: The Locker
- Video: The Washroom
- Video: Alone in the Crowd
- Video: Christine Evans Lifeline
- Video: Cyberbullying - The Bedroom
- Video: Real You

Kids Help Phone Promise

A A A Print

All calls we receive are anonymous and confidential.

Anonymous means that you don't have to tell us your:

- Name
- Phone number
- Address

We don't have caller ID, so we can't track your call.

Confidential means "in the vault." It's just between you and the counsellor, no matter what. Our service is about helping you, not spreading your secrets around.

Really?

Really. We take your privacy very seriously.

Are you going to rat me out?

No. Even if you've done something that you're worried about, you can trust us to keep it private.

But?

The only time we would ever go against our anonymous and confidential promise is if you tell us that someone is hurting you, has hurt you, or is likely to hurt you in

I love that I can talk to a counsellor about stuff I'd be too afraid to tell my friends.

Social Media - Initial Concerns

- **Important to maintain our promise to kids and teens in Canada**
  - Not a new avenue for counselling services;
  - Lacks anonymity and confidentiality.
- **If child's identity is revealed, required by law to report**
  - A child may not realize this, and could result in loss of trust.
- **But didn't want to miss out on engaging with so many people**
  - Lots of potential – donors, community groups, volunteers.

Early Guidelines

- Identify that you work for Kids Help Phone;
- Personal blog – post disclaimer;
- If contacted for counselling, follow disclosure procedures;
- Do not post confidential information;
- Do not harass, bully or intimidate staff or volunteers;
- Be aware that the Internet can't guarantee 100% privacy;
- Keep in mine you still have a job to do.

And most importantly…

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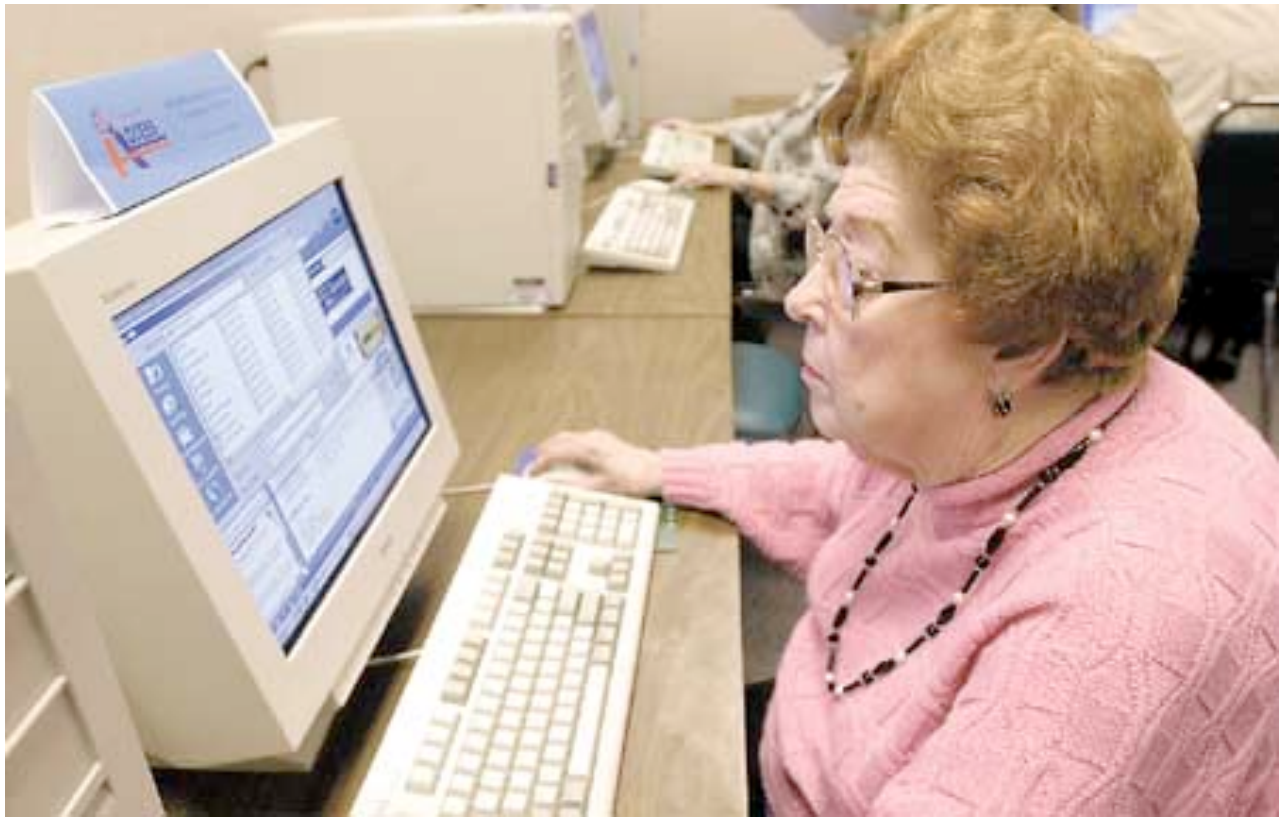
USE COMMON SENSE!

- *Would you want your **mother** to see that update, post, photo, video, or tweet?*



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Walk for Kids Help Phone

- Largest National Event;
- Over 50 sites and communities;
- Around 15,000 participants;
- 1,000s of volunteers.
- Volunteer committees;
- Twitter accounts and Facebook groups/fan pages popping up.

Walk for Kids Help Phone

Top 10 Twitter Guidelines: using social media to promote Kids Help Phone

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We encourage you to follow the @KidsHelpPhone account - and retweet, share or comment on our messages. The following guidelines are for supporters and volunteers who have set up a Kids Help Phone account in their local community. We suggest that you tweet from your own Twitter account as a supporter or volunteer. However, if you have set up a **local** Kids Help Phone account, there are some guidelines you need to follow:

1. Start by reading the Twitter 101 Guide

Twitter has created a very handy Twitter 101 guide for organizations, with everything from getting started, learning the lingo, best practices, case studies, and resources – and it can be found online here: http://twitter.com/Twitter101 . Please read this Twitter guide before you get started tweeting about Kids Help Phone.

2. Choosing your username: identify your city/site/location of Kids Help Phone in your username and KEEP IT SHORT

The username is the handle by which you'll be known on Twitter. Consider using your city/site/location of Kids Help Phone instead of just the event username, which would become inactive after the event is over. It is more engaging to be building and engaging with the community all year long. Keep the name short since you only have 140 characters. Here is a standard format we would like you to follow:

Format: @VancouverKHP

3. Choosing your FULL NAME

To avoid confusion with the national account, clearly articulate that this is a volunteer led initiative. It also helps to promote the great work of our volunteers across Canada. Type in your site name in the "Full name" field.

Format: KidsHelpPhone Volunteer OR KidsHelpPhone Supporter

4. Writing your BIO

For the short bio, you have 160 characters to create a note that tells people who you are. State this is a volunteer

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Key Twitter Policies

- **Start by reading the Twitter 101 Guide.**
  - http://twitter.com/Twitter101
- **Writing your bio.**
  - Mention you're a volunteer supporting Kids Help Phone.
- **Share your username/password with Kids Help Phone staff.**
  - Only when it isn't a personal account.

Top 10 Facebook Guidelines: using social media to promote Kids Help Phone

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This isn't a 'how-to' guide on social media and Facebook. We expect that if you have volunteered to create a Facebook page, then you are likely well versed in the mechanics – If not you can read these easy help pages on Facebook: http://www.facebook.com/#!/advertising/?pages.

We have compiled the top 10 things you need to know if you are setting up a Facebook page representing Kids Help Phone. We recommend that you become a FAN of Kids Help Phone's national page. Post comments, share information that you read on our official organization page, and help raise awareness of it. However, if you want to set up your own page, representing Kids Help Phone we recommend you follow some specific guidelines:

facebook

1. Always put a counselling disclaimer up on your Facebook page

The biggest challenge with Facebook, is that we don't want kids and teens to mistake these pages for our anonymous and confidential service. Because sites like Facebook can reveal identifying information about children and youth, it is important to ensure kids understand this is not our service. Please put a disclaimer up on the site, like this:

"Please note: This is a volunteer/event page and not our counselling service. If this is a child or teen looking for help, please contact their professional counsellors, by calling them at 1-800-668-6868 or post a message on their anonymous and confidential website at www.kidshelpphone.ca."

2. Monitor your pages to protect the kids and teens we help.

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You must monitor the pages to protect our brand, and respond immediately to any sensitive materials that might be posted. If a child or youth discloses abuse on our Facebook pages, we are obliged by the law to report this, since we have identifying information - yet that goes against our anonymous and confidential promise. Therefore, not only must you include the above disclaimer, but please ensure you are constantly monitoring the pages for potential posts from kids and teens.

What should you say if a child or teen is looking for counselling?

Remind them this is not our service, and encourage them to contact Kids Help Phone. Here is a possible response/

Key Facebook Policies

- Always put a counselling disclaimer on your page;
- Monitor your pages to protect the kids and teens we help;
- Consider creating a chapter/city Fan Page and not just for the Walk;
- Post engaging, relevant content throughout the year.

Kids Help Phone - Barrie Chapter

If you were out at the Walk on Sunday you would have got the chance to check out PLEASE AND THANKS CHILDRENS HIP HOP Travis is a great guy and a really good friend to Kids Help Phone. Join his group and please think about contacting him for any upcoming events! last Tuesday

Wall | Info | Photos | Discussions | Events | Links

Add to my page's favourites
Suggest to friends
Subscribe via SMS

Kids Help Phone empowers youth to take control of their lives and make positive changes for their mental health and well-being.

Be there for kids.

Information

Founded:
"Being There for Kids" since 1989

2 friends like this.

Clare Wittmann

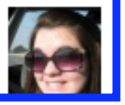
Meghan Reddick

287 people like this

Carolyn Yott

Henry Baillie-Brown

Landon Stewart Drake



Write something...

Attach: Share

Filters

Kids Help Phone - Barrie Chapter If you were out at the Walk on Sunday you would have got the chance to check out PLEASE AND THANKS CHILDRENS HIP HOP Travis is a great guy and a really good friend to Kids Help Phone. Join his group and please think about contacting him for any upcoming events!

11 May at 13:21 · Comment · Like

Cheryl Elliott-Finch likes this.

Cheryl Elliott-Finch Great Job Travis!
12 May at 09:46 · Flag

Write a comment...

Kids Help Phone - Barrie Chapter

5K Walk Kids Help Phone May 2, 2010
105 new photos

05 May at 18:27 · Comment · Like · Share

Gesar Saunders Awesome Day today! Thanks to everyone who helped out today. Can't wait till next year!

02 May at 16:38 · Comment · Like · Flag

Kids Help Phone - Barrie Chapter Thank-you to everyone who came out today! We raised $24,000! That's a lot of phone calls and webposts answered. We couldn't do any of it without you :)

02 May at 14:18 via Facebook for iPhone · Comment · Unlike

You and 4 others like this.

Create an Advert

1-Hour Facial, only $19

Special one day offers.
1-hour facials for only $19.

Like

Social software training

aiim
Find, Control, and Optimize Your Information

Learn how to use social software to improve enterprise collaboration and innovation. Become an Enterprise 2.0 Specialist!

Like

Twitter Daily

Read your Twitter as a newspaper, with multimedia, text and context! A smart way to quickly scan the links your friends share with you.

Like

More Ads

Chat (Offline)

Writing Your Policies

Tips to Help Get Things Started:

- **Taskforce / team familiar with ins and outs of social media.**

- **What's working for other organizations?**
  - Environmental scan; contact other charities; share ideas.

- **Remember your objectives and where your audiences are located;**
  - Twitter vs. Facebook vs. somewhere else.

- **KEEP IT SIMPLE!**
  - Important to have clear information for those familiar with social media and also those not as active, but want to learn.

OK… Now What????

Once you develop policies:

- **Communicate to staff / volunteers.**
- **Have key people available to answer questions.**
  - Staff or volunteers.
- **Keep an eye on what's happening.**
  - Who's out there speaking on your behalf?
  - Encourage and engage your supporter.
- **Evaluate and learn.**
  - an organic process;
  - Room for changes and improvement.

Final Thoughts

- **If you don't have policies – need to get something in place!**
  - Avoid the *"oh crap, what do we do now?"* situation.
- **Not only protecting your brand, but <u>empowering supporters</u>.**
- **Lots of great online resources.**
  - Check out Mashable.com for articles and tips.
- **Don't be afraid to make changes and learn.**
- **Have faith in your supporters!!**

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'Cause Moms can get it too!

Kids Help Phone We have some AMAZING employees at Kids Help Phone!!!!

We're proud to tell you that Anthony Keating was named recipient of AFP Greater Toronto Chapter's 2010 New Fundraising Professional Award!

Congrats Anthony and thank you!

Association of Fundraising Professionals - Greater Toronto Chapter: News and Announcements
afptoronto.org
Toronto, ON – The Association of Fundraising Professionals Greater Toronto Chapter is pleased to announce that Anthony Keating, National Manager, Major and Annual Gifts of Kids Help Phone, has been named ...

Yesterday at 11:00 · Comment · Unlike · Share · Promote

You, Jenny Yuen, Norma Tirado-Thompson, Jen Sheppard and 5 others like this.

Beverley Fern Radford ANTHONY WE ARE SO PROUD OF YOU!!!!!

BEST WISHES FROM BEV AND BILL
Yesterday at 12:08 · Delete · Flag

This is **MY** mom!!!!!

Anthony Keating Thanks BEV!!!!! You just brought a huge smile to my face.
Yesterday at 14:23 · Delete · Flag

Kathryn Hubble Hugessen Wow. That's great Anthony! Congrats!
Yesterday at 23:02 · Delete · Flag

Write a comment...

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Questions?

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