

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

1 800 668 6868  
KidsHelpPhone.ca

Kids Help Phone

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:



### 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](http://www.kidshelpphone.ca)."

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

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/comment you can provide someone:

*Hi [Name]: Thanks for your message. Unfortunately, I'm not one of Kids Help Phone's professional counsellors. I really encourage you to contact Kids Help Phone at 1-800-668-6868 or online at [Kidshelpphone.ca](http://Kidshelpphone.ca). Any of the counsellors at Kids Help Phone would like to help you and are available 24/7. Kids Help Phone is a free, anonymous and confidential service and you can speak or post to a counsellor about anything you would like to talk about.*

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### 3. Differentiate yourself from Kids Help Phone's fan page by using this supporter badge.



To help avoid confusion between your site's page and the national Kids Help Phone page, we have designed a special supporter badge for use in social media. By using this supporter badge, you're helping to increase brand recognition of our service, and helping get our phone and website out there. GIF files are available by asking your regional office.

### 4. Consider setting up a chapter/site/city fan page for the whole year, not just for a time-limited event.

Setting up a fan page for your region will be more engaging, since it allows you to post content all year about every event/promotion your chapter is participating in. This will allow you to build fans and grow your support even after the event or promotion is over. Include your city/site/chapter name in the title to avoid confusion among the hundreds of others on Facebook. It also makes it easy for people to find you when searching on Facebook.

Format Title: Kids Help Phone Vancouver

If this is the option you are going to explore, please discuss the strategy with your regional office to ensure there will be the manpower to monitor and update these pages throughout the year.

### 5. Use the Facebook EVENTS application to raise awareness of specific events or promotions like the Walk for Kids Help Phone.

You can use the Facebook events application to raise awareness of specific events, or time limited promotions for Kids Help Phone. The best place to get information on how to do this, is from Facebook itself:

<http://www.facebook.com/help/?page=828>

In order to differentiate yourself from the number of Kids Help Phone events on Facebook, make sure you clearly articulate in your name, which city/site you are volunteering in. You can even link these events to your fan page throughout the year. Let your regional office know so we can link to the national fan page.

### 6. Post engaging, relevant content throughout the year

Updating your Page regularly with fresh photos, upcoming events and the latest promotions means your Page won't just look like a Profile, it will feel like one, and that will keep users coming back. Facebook users are used to getting information sorted by what happened most recently. If you keep your Page active, which you can do through mobile integrations and applications, you'll find that your fans are more engaged and more interactive.

Here are some content ideas to share:

- > Kids Help Phone videos and PSAs
- > Event pictures or local photos
- > News about child/youth issues in your community
- > Upcoming fundraisers, promotions or events Kids Help Phone is involved in
- > Thank sponsors, site sponsors, media sponsors, volunteers, and participants etc.

- › Thanks donors, volunteers for their support
- › Thank radio, TV broadcasters who are promoting the service
- › Mention local celebrities who are involved
- › Messages from Kids Help Phone's Facebook page

You can also send some or all of them messages by clicking "Send an Update to Fans" in the upper-left of your Page (under the profile picture). Just use it wisely or people tune it out after a while.

## 7. Please share your login information with Kids Help Phone staff

If you are setting up a fan page on behalf of Kids Help Phone, please provide all the pertinent password information with a staff member - to help maintain security and ensure that we can maintain the pages if the volunteer moves on. It's a good idea to give rights to administration to more than just one person.

## 8. Be transparent - tell people who is updating the page

People like to connect with people – not just a brand. It's always a good idea to mention who is updating the page, especially if you are going to have more than one person updating it. Use the 'info' section to communicate that this is a volunteer page, and feel free to describe yourself.

## 9. Don't be a know-it-all

Stick to your area of expertise. Feel free to provide unique, individual perspectives on non-confidential activities at Kids Help Phone. If you don't know an answer to a question posed to you on Facebook, please refer the user to [info@kidshelpphone.ca](mailto:info@kidshelpphone.ca) or provide them with the contact information to your Regional Office.

## 10. Use Common Sense and Common Courtesy

- › Be polite, be courteous, be helpful, be conversational, be intelligent, be non-confrontational, be transparent, and be non-judgemental: you are representing our brand!
- › It's best to ask permission to publish or report on conversations that are meant to be private or internal to Kids Help Phone. Make sure your efforts to be transparent don't violate Kids Help Phone's privacy, confidentiality, and legal guidelines. Be smart about protecting yourself, your privacy, and Kids Help Phone's confidential information.
- › Avoid using all caps (it means you are shouting at someone)
- › And remember: what you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory.

Since 1989 Kids Help Phone has helped millions of troubled and abused children and youth by providing compassionate and professional counselling, trustworthy information and local community referrals through its phone and web-based service.

A national charity, Kids Help Phone receives no core government or United Way funding. Instead, it relies on the support of community-based volunteers and individual and corporate donors to ensure that its counsellors are there 24 hours a day, 365 days a year, whenever a child needs help. Visit [www.kidshelpphone.ca](http://www.kidshelpphone.ca) to donate.

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