

SOCIAL MEDIA GUIDELINES FOR VOLUNTEERS

INTRODUCTION

With your help and input, we have been able to grow our social media communities significantly! Thank you!

Facebook: www.facebook.com/caninepartners

Twitter: www.twitter.com/canine_partners

Instagram: www.instagram.com/caninepartnersuk

TikTok: <https://www.tiktok.com/@caninepartnersuk>

Youtube: <https://www.youtube.com/@caninepartners>

In order to continue this growth, we have developed some helpful guidelines to ensure our social media communities stay safe, informative and enjoyable for all of our fans!

We hope you find them useful, and if you have any questions or suggestions, please email socialmedia@caninepartners.org.uk.

USING SOCIAL MEDIA

To ensure Canine Partners social media channels remain safe and respectful platforms, it is important you read and understand this document. Please sign and return the document to volunteer@caninepartners.org.uk upon reading

PHOTOS

1. If you have any great photos of Canine Partners' puppies, advanced dogs or partnered dogs please send them to your satellite trainer or to news@caninepartners.org.uk. Make sure you have the permission of anyone in the photo to send it to us.
 - a) We may then post them as 'Canine Partners' on the Canine Partners FB Page, so it appears in the News Feed of everyone who 'Likes' the Page and also as a main featured picture on our Timeline.
 - b) You can post on your own **private** FB Page.
For example, if you took 10 photos and have emailed them to us, we will usually select one to post on the Canine Partners Timeline, but you can still put them on your own page.
 - c) The photos we want to see are ones where the puppies/dogs look happy, are carrying out tasks/skills they have learnt, or enjoying their playtime!
 - d) We all know puppies can be naughty at times, **but please avoid posting photos of Canine Partners' dogs doing something they shouldn't be doing.** People might view this the wrong way, and it could end up being turned into negative PR for the Charity without you realising.

2. Similarly, if you have attended fundraising activity and have a photo and details about it, please send it through to the Community Fundraising Team for your area or email fundraising@caninepartners.org.uk They will then pass the details on to us. The Marketing and Communications Team will then decide if we use it for PR opportunities.
3. Regardless of whether you post photos on Facebook or not, our Marketing and Communications Team still require good quality high resolution photos of puppies, events and partnerships in order to publicise the Charity in the media, so please see separate 'Photo and Video Guide for Canine Partners Community resource document send your photos through to news@caninepartners.org.uk.
4. Please seek permission from the individuals in each photo before sharing any on social media platforms and before sending them to us. This includes members of staff, volunteers, partners, applicants, and anyone associated with them.

GENERAL POSTS

1. If you have any social media accounts, please do share and retweet the posts from the official Canine Partners Facebook page and Twitter account. This will help us to reach more people!
2. **Please do not make any Posts or Comments on Facebook, or Tweets on Twitter, stating any behavioural or medical problems of Canine Partners' dogs, or matters of a personal nature regarding partners, dogs, breeders, staff or volunteers.** If you have any concerns or feedback, please contact your charity staff point of contact.
3. As we all know from stories in the news, Facebook and Twitter are not the place to discuss potentially controversial issues. It is not the right place for expressing strong personal opinions on politics, government policies, etc. People may assume your views are shared by everyone involved in the Charity and with such a big online community there will be a broad spectrum of views.
4. Please remember that members of staff are not allowed to respond to private messages on their personal accounts. If you have any questions regarding the charity, please speak directly to your charity staff point of contact. socialmedia@caninepartners.org.uk and the Marketing and Communications Team will ensure your message is passed on to the relevant team.

Please see our Social Media Policy for more information.

TRUST

1. We believe in mutual trust and just as we would never post anything potentially detrimental about you, we ask for the same in return. Before you post anything on your personal Facebook or Twitter account, or on the Charity's social media platforms, please stop and think:

**“Will this reflect badly on the Charity?”
If the answer is Yes – please don’t write it!**

We fully appreciate there are times you may be upset. From experience, however, we know that comments expressing this disappointment on Facebook can result in a negative response from those who are unaware of all the details. So, if you have any issues please contact your Aftercare, Satellite Trainer, Advanced Trainer or the office.

2. Please trust us to do our best and make the best decision for everyone involved in the Charity. We ask you to avoid building people’s expectations on things like receiving a particular dog as their initial or successor canine partner. Likewise, not everybody who applies for a canine partner is successful in their application, for a range of different reasons relating to their own individual circumstances, so be careful not to build people’s expectations, just in case.
3. Please do not name any members of staff, volunteers, partners, or applicants on any social media platforms without getting explicit consent from the individual before posting.

GIVING ADVICE

1. If anyone asks you for advice relating to Canine Partners business or training on Facebook, please suggest they direct their enquiry to our general enquiries number 08456 580 480 or email info@caninepartners.org.uk

SPONSORED DOG RESTRICTIONS

1. There may be a rare occasion when a corporate or individual sponsors a dog and specifies that as one of their criteria for this sponsorship, they want some control over the pictures of the dog. As said, this is rare, but if it were to happen we would not want to jeopardise such a huge investment of funds for the Charity. We will contact the puppy parent or partner to talk through any implications of sponsorship so they understand and are fully aware.

ADVERTISING AND SPONSORED POSTS

1. Any affiliation (Including, but not limited to: adverts, affiliate links and sponsored posts) with a commercial organisation **must** be approved by Canine Partners before you commit to the opportunity. Please contact the Marketing and Communications Team by emailing communications@caninepartners.org.uk at least one week prior to permission being needed.

USE OF THE CHARITY NAME AND LOGO

1. The Canine Partners name or logo should not be used to set up any social media platforms.
2. We really want to keep the Canine Partners Facebook Page as the ‘hub’ for everyone across the UK to communicate so would like to avoid any subsidiary off Canine Partners Pages and Groups, as this will only fragment our online community

and messages.

3. The Canine Partners Official Volunteer Facebook group is the only group moderated and ran by Canine Partners. Any other groups are not moderated by or endorsed by Canine Partners and should not use the Charity name.

RESPONSIBILITY

1. The team responsible for posting on behalf of Canine Partners on the Charity's social media is the Marketing and Communications Team.
2. If you see something on our social media that you are unhappy about or would like removed, please call 01730 716031 or email communications@caninepartners.org.uk

THANK YOU!

Lastly, thank you to all of you who have shared, liked and retweeted our posts as this has helped to grow our followers to ever larger numbers, which means more awareness, more funds and ultimately more dogs we can train for people with disabilities.

Signature