

Volunteer Social Media Guide

Social media is a key part of our communications at Jo's. The Communications team is responsible for all creation, scheduling and monitoring of content, unless agreed explicitly beforehand.

On evenings and weekends we have a social media out-of-hours rota, covered by the whole communications team.

Why social media?

Social media is a great way of promoting our work and creating a community where information can be passed on to the right people very quickly.

The charity's social media platforms are [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

These platforms allow us to create and nurture a community of online users as well as promote awareness campaigns and spread our news and information far and wide. Jo's Cervical Cancer Trust encourages the responsible use of social media. It is important to remember that we are all ambassadors for the charity and that social media is rarely private. The purpose of this guide is to set out what we expect from our volunteers when using social media. It aims to:

- give clear guidelines on what volunteers can say about the organisation
- comply with relevant legislation and protect volunteers
- help volunteers draw a line between their private lives and their volunteering
- protect Jo's Cervical Cancer Trust against liability for the actions of volunteers
- be clear about sensitive issues and explain how problems with inappropriate use will be addressed

Guidelines for responsible use of social media

If you're a social media user, we encourage you to follow and/or like us on our social media accounts, this includes liking and sharing our posts and using campaign hashtags.

Inappropriate use of social media can pose risks to our confidential and proprietary information and reputation, and can cause distress to our service users. As a volunteer you will be dealing with confidential information either through helpline calls or conversations with the general public.

Please avoid the following:

- posting on social media when you are volunteering if you are an Information and Support Services Volunteer (e.g. on a helpline shift)
- sharing confidential information online about the people using our services
- sharing confidential information online about any of the conversations you may have when running Public Health Engagement events such as local community events, roadshow activities or information stands
- posting disparaging or defamatory statements about the charity

- engaging in communications or comments that might be misconstrued in a way that could damage our reputation, even indirectly. This includes opposing our core messaging and policy positions
- setting up social media account for volunteering purposes without consulting Jo's Cervical Cancer Trust

If a volunteer is found to be in breach of the above guidelines they may be asked to step down from their voluntary position. Volunteers may be required to remove internet postings which are deemed inappropriate.

There is no obligation for volunteers to link their personal social media to any Jo's Cervical Cancer Trust's social media. However, if you choose to, remember everything you share reflects your activities as a volunteer. Volunteers are personally responsible for what they communicate on social media. If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your volunteer supervisor.

Please be aware that any information you make public could affect how people perceive Jo's Cervical Cancer Trust. You must make it clear when you are speaking for yourself and not on behalf of Jo's Cervical Cancer Trust. Always protect yourself and the charity. Please be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully.