**Social media guidelines**

Guidelines for using social media on behalf of the NI **Useful contacts**

|  |  |  |
| --- | --- | --- |
| **Name** | **Position** | **Email** |
|  Lisa Bramall | Marketing and Communications Officer, Nuclear Institute | l.bramall@nuclearinst.comcommunications@nuclearinst.com |

# https://upload.wikimedia.org/wikipedia/en/thumb/9/9f/Twitter_bird_logo_2012.svg/945px-Twitter_bird_logo_2012.svg.pngTypes of Social Media maintained by NI HQ

|  |  |
| --- | --- |
| Image result for linkedin symbol Nuclear Institite LinkedIn Group  | @NuclearInst [www.twitter.com/nuclearinst](http://www.twitter.com/nuclearinst) |

Most Communities already have a Twitter account set up. Login details should be kept with the Community Communications Officer.

## Content

Be professional, have good manners and be polite. Remember you are representing the NI, so please do so ethically and with integrity. Remember that when acting as an NI volunteer, you may not act on behalf of the NI for personal gain, or for the benefit of your employer as per the code of conduct.

This includes using NI branded social media.

Anything you publish must be true and not misleading, and able to be substantiated if required. Examples of content to post include:

* For events, line-ups of speakers for each evening, start time, location details
* Videos and pictures of presenters at events
* Links to any media coverage received
* Live tweeting from the events
* Photos from past events - smart phone pictures as well as professional photos
* Links to the NI website for your Community or event
* Images and promotional event material e.g. Banners, logos, etc
* Sponsors for events – this can be included in sponsorship packages.

Keep it current. Your Communications Officer should be someone who is social media savvy and understands the type of content that attracts attention. Look at the guidance from the 2017 Volunteer Forum for more ideas on what makes a good tweet but remember to apply this to other social media formats as well.

## Twitter

* Get re-tweeted by NI HQ by tagging @NuclearInst in your tweet or sending a twitter inbox message.

If you want a tweet posted from the @NuclearInst account, email communications@nuclearinst.com with your *exact tweet* and we will post it on your behalf.

* Always use pictures but ensure the cropped image fits within the frame once posted.

(For those who want to achieve social media perfection, images should be 2:1 ratio of width to length, a minimum 440px by 220px and maximum 1024px by 512 px).

* At events, retweet sponsors – you can include this in their sponsorship package – including their twitter handle. It can be a good idea to get this information beforehand.
* Tweets with 1-2 hashtags # receive twice the engagement of those without hashtags. Once you start using 3 or more hashtags, engagement starts dropping.
* You are welcome to re-tweet HQ tweets and those of other NI Communities as well.

**Instagram**

* Instagram is a great resource for advertising events and posting content that is one location.
* Similarly, to Twitter, please use the appropriate hashtags to increase the visibility of the posts that you are making.
* Only work-related posts should be put on the platform if your branch chooses to have an account.
* You should take responsibility of what is posted and if there is something that has breached the Instagram guidelines you should make HQ aware so that we can review the effectiveness of your account.

## Facebook

* Communities and volunteers are welcome and encouraged to set up events pages on Facebook.
* No hashtags on Facebook please – but tag people using @ as relevant.
* Don’t use during an event, this is what Twitter is for, but post before and after.
* The algorithm for Facebook has changed recently - videos get much more visibility.
* For posting photos, for the technically inclined:
	+ Cover photo optimal size is 851px by 315px
	+ Profile picture optimal size is 360px by 360px
	+ Photo post optimal size is 940px by 788px

## Important!

* If you do offend someone, take responsibility and apologise.
* Please do not engage with aggressive people. If there is something that you think needs urgent attention, please contact the Marketing and Communications Manager by email at communications@nuclearinst.com .
* If you see someone complimenting the NI please feel free to re-tweet. However, if someone is making a complaint please notify the Marketing and Communications Manager but **do not** re-tweet it.

**Helpful Tips**

* Decide early on a hashtag for your event and include this on your branding, presentations, agenda, and mention it on the day/evening.
* Please promote the @NuclearInst account at events as well as your own Community – the greater the reach of the main NI account, the more people will see the next post you ask the NI HQ to retweet