

Social Media Community Management Guidance for Sub-Accounts

This document aims to outline best practices for community management when acting as an admin on a Barnardo's social media sub-account.

Complaints

If you receive a general complaint, direct them to Supporter Relations as they are best placed to resolve these. An example response would be:

Hi [name], thanks for raising this with us - our sincere apologies for any frustration caused. Please contact our Supporter Relations team, who will be able to help with this - you can reach them at supporterrelations@barnardos.org.uk or on 0800 008 7005. Thanks again for getting in touch, and we wish you all the best.

Allegations of wrongdoing

For all allegations of wrongdoing e.g., historic abuse, flag with Safeguarding and Making Connections team (makingconnections@barnardos.org.uk), before responding.

If the allegations of wrongdoing have come from a notable account such as an MP, journalist, celebrity, a verified account, or someone with a substantial following, or the situation escalates and has lots of engagements/comments, please flag too Aimee-Leigh Bill (Digital Engagement & Communities Manager) and the media team (media@barnardos.org.uk).

CEO salary

Do not respond to the comment and do not hide the comment unless it breaks community guidelines set out below. Please escalate to Media if the risk is considered high, such as from a journalist, MP, or notable account.

Safeguarding and suicidal comments

Please follow the safeguarding process [saved here](#). The document aims to outline guidance on how to deal with safeguarding situations on social

media.

A safeguarding issue could be anyone of the following types of messages:

- Anyone talking about self-harm or suicide
- Abuse from a loved one, friend or carer
- A potential problem with one of our staff members, clubs or services
- An issue regarding personal data
- Harmful or explicit photo's

Terms and conditions to add to our 'additional information' section on Facebook

Once your Facebook account is set-up, please include the following text outlining the terms and conditions in the 'additional information' section (you can find the additional information under the 'about' tab):

We encourage the sharing and discussion of individual stories and opinions. However, to provide a safe and respectful environment for all users, we may delete posts or block users in breach of our page guidelines at our own discretion.

For your safety and privacy, please do not post personal information such as phone numbers, addresses, last names or any other private information. Anyone posting another user's details without their permission may be permanently removed and blocked from our page.

We will not tolerate:

- **Abusive or inappropriate behaviour or language**
- **Obscene, profane, divisive, discriminatory, hateful, or racist content, links or images**
- **Indecent, explicit or blasphemous material**
- **Bullying, spam, trolling or deliberate disruptions to conversations**
- **Off-topic posts and comments by a single user**
- **Posts that are false, misleading, threatening or defamatory to a person or organisation**
- **Solicitations or advertisements for commercial gain**
- **Infringements on an individual's privacy rights**

We also reserve the right to address factual errors.

For advice on how to keep your child safe online, go to Click CEOP:
<https://www.facebook.com/clickceop>

Find out more about Facebook's privacy settings:
<https://www.facebook.com/settings?tab=privacy>

The latest guide to Facebook security for parents and young people:
<https://www.facebook.com/safety>

There is a negative comment, what should I do?

Negative comments can be expected on the any public social media account, but what should you do when those comments land on the account you are managing?

Our first instinct is usually to hide the negative comment; however, you should not automatically hide negative comments just because they are negative. Social media is all about transparency, so supporters and followers may lose trust in our organisation if we are seen to be 'silencing' users, leading to a loss of supporter loyalty.

It is important to note that you don't need to respond directly to all comments. If a user is a known troll or has a small following, engaging with them can sometimes anger them further. A troll is "is a person who posts inflammatory, insincere, digressive, extraneous, or off-topic messages in an online community such as social media."

Hiding comments

Hiding a comment will keep it hidden from everyone except that person and their friends. They won't know that the comment is hidden, so you can avoid potential fallout.

You should consider hiding comments such as:

- **Spam:** These comments may send users to broken links or sites with viruses and malware. These may be users posting on every single post with hate. Please also report these comments to the relevant social media platform.
- **Self-promotion from other users:** These comments consist of users trying to advertise their businesses on our posts.
- **Inappropriate content or language:** This includes explicit language, swearing, sexual content, or racist, homophobic, or sexist comments.
- **Bullying:** These types of comments include spreading lies about or posting embarrassing photos or videos of someone on social media or impersonating someone and sending mean messages to others on their behalf or through fake accounts.
- **Offensive imagery:** Posting hurtful, abusive or threatening, images or videos on social media.

Deleting comments

Deleting comments will erase it completely so that no one will be able to see it. The user will know that the negative comment has been deleted if they go to view it again, but they won't be notified of its deletion.

You should consider delete comment such as:

- **Perversion:** Any comments on imagery of children that are of sexual nature that is considered abnormal and unacceptable. Or a breach of GDPR by a current or former colleague.
- **Reoccurring inappropriate content or language:** This includes explicit language, swearing, sexual content, or racist, homophobic, or sexist comments. This also would cover repeat offenders of all things listed above in the 'hiding comments' section.

Blocking users

Blocking users will keep that user from commenting on any of your posts ever again. In the spirit of free speech, we do not ban or block individuals from any of our social media pages on a frequent basis. However, banning from our page is appropriate for users that are unreasonable and seem to enjoy leaving negative comments every chance they get, or for users who drop spam or offensive content. To be blocked from our social media, an individual must consistently post any of the below categories on multiple posts:

- **Spamming**
- **Self-promotion from other users**
- **Inappropriate content or language**
- **Bullying**
- **Offensive imagery**
- **Perversion**

To summarise, the best course of action for negative comments of a harmful nature is to hide them. Only ever resort to deleting comments and blocking users in extreme cases. If you are ever in doubt as to whether you should delete a comment or block a user, do not act and be sure to contact the national social media team:

- **1st point of call - Aimee-Leigh Bill:** Digital Engagement & Communities Manager
- **2nd point of call - Ellie Williams:** Social Media Officer