# culturehive®

## Developing social media guidelines

"Guidelines help protect your brand and can offer useful support for staff who lack confidence with social media."

# Developing social media guidelines
## Agreeing some simple principles

If lots of people are contributing to your social media channels — or you would like them to be — it's important to have some guidelines in place.

Guidelines help protect your brand and can offer useful support for staff who lack confidence with social media. They're also a great way to keep everyone on track and posting things that will help achieve your goals.

This toolkit is designed to help you work through some of the key areas to include. Use it on your own or with a team, as a starting point to develop a set of guidelines that works for your organisation.

## Question #1
## Why are we on social media?

The answer may vary for different social media channels. If you have a distinct reason for using each channel, you may want to work through them separately. Think about the following:

- Who are you there to 'socialise' with?

- How will social media help drive forward your mission and vision?

- What actions or changes will count towards success?

- What do you aim to achieve?

Write your reasons in the boxes below:

# Question #2
## What are our specific goals?

Setting specific and measurable goals enables you to focus, monitor your progress, and achieve optimum results from your social media activity.

- Be **S**pecific — a goal like 'increasing Twitter engagement' gives you lots of options to test. Narrow it down — e.g. increasing retweets of videos — and a few focused experiments will enable you to achieve your goal.

- Make it **M**easurable — remove guess work by identifying clear measures of success. If you want to increase retweets of videos by 10%, you will need a baseline figure and a system for recording future video retweets.

- Make it **A**ttainable — if you've been trying for five years to increase retweets of videos then setting yourself a 10% target may not be achievable.

- Make it **R**elevant and realistic — your goals should align with your organisation's goals. Otherwise, you may struggle to find the time and money to achieve them.

- Make it **T**imely — setting a deadline will ensure it doesn't drop off your list.

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**Example goal:**
Increase retweets of videos posted on our Twitter account from 1,000 in 2016 to 1,100 in 2017

**Checks:**
**S**: The form of engagement and the target increase are specific
**M**: There is a system in place to measure video retweets and success will be achieving 1,100 retweets in 2017
**A**: We achieved 1,000 video retweets last year with minimal effort
**R**: We want to raise our profile as creators of high quality video
**T**: The goal has a deadline by which it must be achieved

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**Goal:**

**Checks:**
**S**:
**M**:
**A**:
**R**:
**T**:

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**Goal:**

**Checks:**
**S**:
**M**:
**A**:
**R**:
**T**:

# Question #3
## Who are our audiences?

Think about who you are currently engaging with on social media and who you would like to reach.

**Our followers now**

**Our potential followers**

# Question #4
## How would we like to be described?

Having a consensus within the team about the personality you want to portray on social media will help you protect your brand and build a consistent tone.

- If you have brand guidelines, reference sections on tone of voice and personality in your social media guidelines.

- Imagine your organisation as a person and think about how you would describe their character.

- What words would you like people to associate with you?

Use the boxes to list key characteristics and any corresponding rules.

**We are:**

### Professional
We use full words and avoid text speak and emoticons

# Question #5
## How should we behave and interact?

Having a few words and examples that sum up your social media conduct can be useful to check back on from time to time. Think about the following:

- Who will you interact with? Is your focus local, regional or global?

- How will you respond to people and in what timeframe? Will you be polite or provocative?

- How active or reactive will you be in engaging with people on social media?

- Will you use social media to sell tickets or will you resolutely avoid selling to people in your posts?

Use the boxes below to list key words that will define your conduct and give a brief explanation of each one.

**We will be:**

### Active
Post regularly, initiate discussions and answer people promptly within 1 day

# Question #6
## What should we do when...?

Agreeing appropriate responses for situations you might encounter on social media will ensure that everyone in the team knows how to respond. Think about the following:

- How would you respond to complaints or negative comments about your organisation and would you do it publicly or move the conversation away from social media?

- What would you do if someone publicly asked you to retweet or share something? Are there circumstances in which you would or wouldn't share? How would you communicate that to the individual?

- If someone makes a positive comment, will you share, like or reply to them?

**If...**        **We will...**

# Question #7
## What should we be posting?

Developing a simple table of the types of content you will post and how often is useful for keeping everyone on track and posting frequently.

- Use your notes about audiences and goals to inform your plans.

- Think about content type — e.g. video, image, links to blogs or news — and purpose, as well as who will be responsible for posting it.

| Type & Purpose | Frequency | Who |
|---|---|---|
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# Creating your guidelines
## Pulling it all together

If you work through all the steps in this guide, you will have a basic guidelines document. The final step is to tailor it to your needs.

– Invite everyone in your organisation to share their concerns or questions about using social media. Agree appropriate guidelines and include them in your final document.

– Link other existing documents, such as brand or copy guidelines, that are relevant to social media and copy vital information across.

– Download our accompanying Microsoft Word template to save yourself a bit of time. Then all you need to do is fill it in.
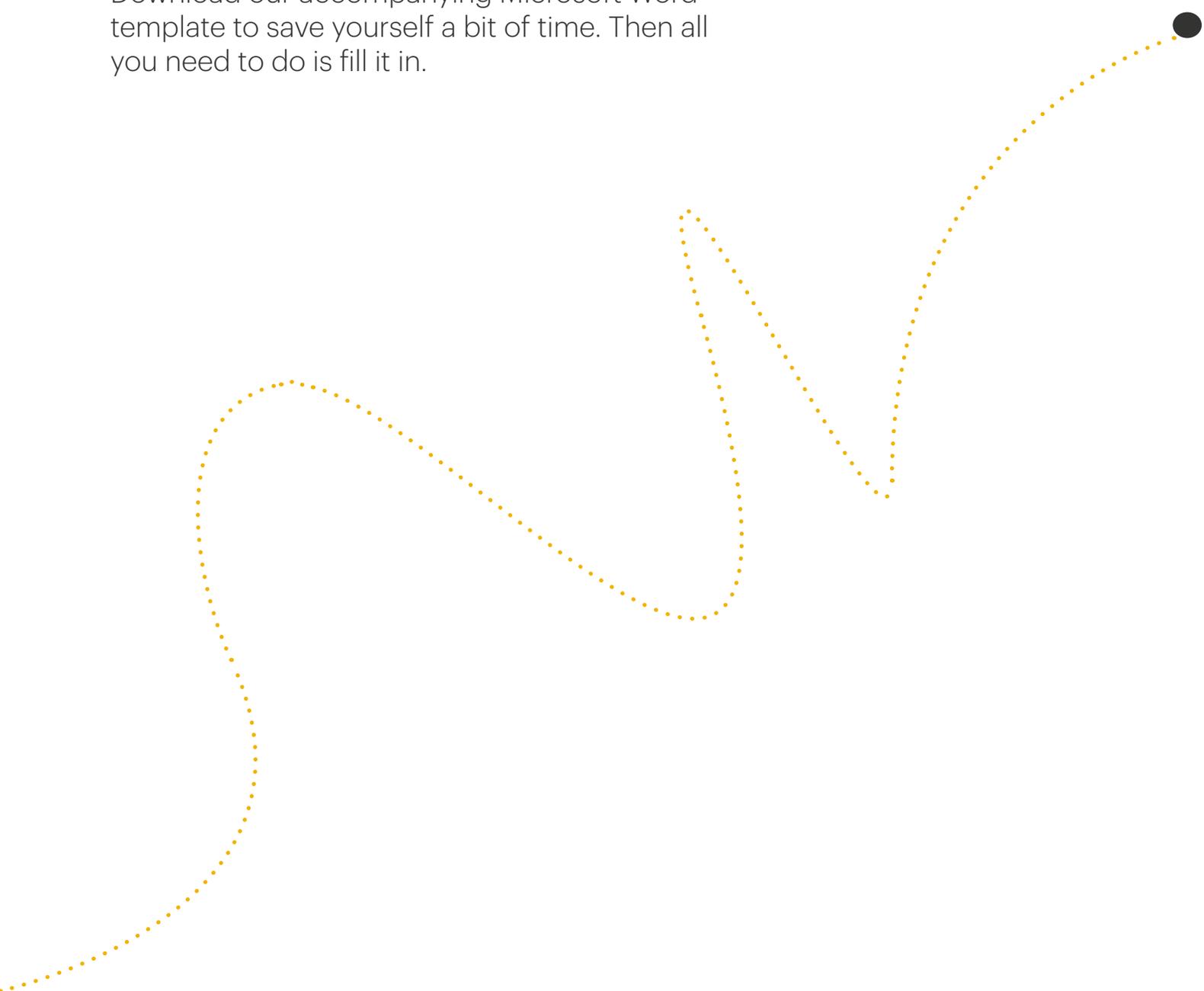
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