



## User Protocols for Social Media, Websites and Emails

When used well the internet is an effective way of communicating with members of your WI, neighbouring WIs, other Federations and Women's organisations across the world. Always remember some of your members are not on the internet, keep in touch with them too, share information with everyone ~ be inclusive.

Each WI in the Cheshire Federations has a listing on the CFWI county website and also on the NFWI website. [www.thewi.org.uk/become-a-member/structure-of-the-wi/england/cheshire/about-us](http://www.thewi.org.uk/become-a-member/structure-of-the-wi/england/cheshire/about-us)

Every WI in the Cheshire Federation can also have a free information page on the county website: [www.cheshirewi.co.uk](http://www.cheshirewi.co.uk)

Some Social Media platforms you can use for your members and to promote your WI are:

Facebook



[www.facebook.com/](http://www.facebook.com/)

Twitter



[www.twitter.com/](http://www.twitter.com/)

Pinterest



[www.pinterest.com](http://www.pinterest.com)

Instagram



[www.instagram.com](http://www.instagram.com)

The Cheshire Federation has an account on each of these platforms and uses them to post information for members.

## Protocols for using the internet as a representative of your WI.

1. The golden rule: Remember you are a representative of your WI – therefore it is important that you are a responsible ambassador. In short, if you wouldn't say it, in a loud voice, wearing a very big badge saying: 'I'm a WI member' to someone face to face, then don't say it online.
2. If you are a Trustee of the WI then, when you post to any social media or send an email on behalf of your WI, you are acting as a representative of the WI.
3. Although it may appear that the internet has little or no regulation, all content is subject to the same laws that apply in the 'real' world. You are completely responsible for the things you post and so beware of the laws relating to libel and defamation. **NB** The rules of data protection apply. Ask permission to use a photograph of your WI members. Always Blind Copy (BCC) emails to groups of members so that you are not distributing a list of email addresses.
4. There is an internet code of conduct. Although not an exclusive list, some specific examples of **legally prohibited** social media conduct include: Posting commentary, content or images that are defamatory, pornographic, proprietary, harassing, libellous, or any material that could be seen to create a hostile environment, or can be seen as an act of terrorism.
5. It is important to remember that any content you post to social media can be seen by everyone, anywhere in the world.
6. Once you have posted something it is very difficult to get it back so double check your information is correct. Don't send an email until you have checked it through thoroughly.
7. Social media is fast-paced so stay active – monitor your output, keep it fresh and up-to-date, and regularly review information about your WI.
8. It is important that you separate your personal social media account(s) from the WI accounts.
9. Double check your privacy settings on social media platforms. Be aware that Facebook is particularly prone (especially during updates) for resetting or creating new options for privacy. There are privacy policies and settings on each social media platform, including explanations of the different levels of privacy. When you post, bear in mind what effect your levels of privacy will have on who can see your post. Some dos and don'ts
  - **Do:**
    - Do appoint at least two people to monitor and manage your WI's social media accounts.
    - Do use a code of conduct on your Facebook page; setting out what you feel is appropriate Facebook behaviour.
    - Do use an organisation Facebook page (as opposed to a personal one) as this will make it very clear that you are an organisation and it will also allow you to manage your output and interaction.
    - Do adhere to the WI's ideals of fellowship, truth, tolerance and justice
    - Do remember the WI is non-sectarian and non-party political
    - Do respond to queries quickly – you might find that potential new members to your area are looking for a WI to join. Be welcoming.
    - Do use social media to share good news of the WI to your members – first checking that the particular person/people involved is/are happy for the news of their engagement/pregnancy/marriage/anniversary/recovery from illness etc to become public. Before posting ask yourself: 'Is this my story to tell?' And if it's not, then ask permission first! And make sure its **TRUE**
    - Do post or share (on Facebook) and/or retweet (on twitter) appropriate News

- Do be patient. It takes time to build a following on social media.
- Do expect to get better at it as you go on – check out what others are posting and tweeting, see what works and feel free to try similar things yourself. *Practice makes Perfect!!*
- Relax. Enjoy the journey. It's just a conversation and shouldn't be a chore.
- Do **BE KIND**
- Do unfriend anyone who doesn't obey the rules of your WI
- Do stop anyone you don't feel happy with from following you on Twitter
- Do keep your social media posts and emails 'Lean and Clean'
- **Don't:**
  - Don't respond censoriously to every little remark just because you don't like it!
  - Never make any comments that could be considered racist, sexist, or homophobic, or engage in any other conduct that would be considered unacceptable to your WI and members.
  - Never engage with people posting who are being deliberately hateful. Remove the post. (This is why it's helpful to have the code of conduct on your Facebook page, which spells out the type of posts that will be removed.)
  - Don't gossip or engage in conversations about personal matters that directly relate to individuals.
  - Don't engage in verbal aggression via social media; Don't use CAPITAL's which look as if you are shouting
  - Don't expect overnight success – social media is all about building relationships. And that takes time.
  - Don't post anything which can be interpreted as bullying.
  - Don't accept a friend request from anyone you or other members of your WI don't know
  - Don't reply to email strings – check who the information you are sending is going to.
  - Don't 'Like' a post unless you can be sure all your members would like it.

10. Social media offers two-way communication (but be prepared for positive and negative feedback – and respond to comments and queries quickly).

## Cheshire Federation Social Media

<https://twitter.com/CheshireWIs>

<https://uk.pinterest.com/cheshirefederat/>

<https://www.instagram.com/cheshirewis/>

<https://www.facebook.com/cheshirefederationwis/>

Cheshire County Website: [www.cheshirewi.org.uk](http://www.cheshirewi.org.uk)

Webpage Editors login: [www.cheshirewi.org.uk/admin](http://www.cheshirewi.org.uk/admin)

NFWI website: [www.thewi.org.uk](http://www.thewi.org.uk)