

Social Media Policy

Purpose

This policy is to:

- Describe the social media presence we want the WCK community to have
- Help you know the role you play
- Provide a consistent brand image that people trust
- Make sure content from WCK – and content about WCK from our community – reflects our core values
- Equip you to be amazing ambassadors and champions for us

Audience

This policy is for:

- WCK staff
- Anyone on placement with WCK
- WCK volunteers
- People who help with, or promote, WCK's work

Basic Guidelines for Everyone

If you are part of the WCK community, remember:

“Even content posted from a personal account can be perceived as an extension of the nonprofit organization.” – Springly

Here are some things to keep in mind. They're written for when you spread the word about WCK, but they're also good to keep in mind when posting personally on social media. As members of the WCK community, we:

- embrace playfulness, using humour when it feels appropriate, and not at someone else's expense
- don't share people's personal information – like their photos or their words – without their consent. If the post is from a WCK account, they have given permission
- don't take or share our own photos or videos (that feature other people) from WCK programs or events unless we are given the role of photographer by WCK
- want people to feel welcome, safe, valued, and free to be themselves – our words can make people think and feel things about WCK
- are respectful of, and responsive to, others
- don't post content that we know could cause offence to people in the WCK community
- hold our **values** dear. We bring them to life through our words
- try to use plain language so that more people are included
- ask for permission before using WCK logos and branding

Becoming friends on social media

There are a lot of different personal connections between staff, volunteers, and families at WCK. It's important to think about what could happen if you make or accept invitations to connect on your personal profiles. Before adding someone who is involved with WCK as a friend on social media, consider:

- Why am I connecting with them in this way? Is it appropriate? What benefit does it bring?
- Am I comfortable with them seeing everything I personally post and who I am connected to?
- Am I comfortable with what I might see on their profile/see them engaging with?
- Do we have any mutual people in our lives who might be uncomfortable with us connecting?
- What would I do if I saw something that concerns me on their social media?

Volunteers and staff should not friend anyone under 19 on social media who they know through their connection to WCK.

If any issues come up around this, a member of the WCK team may reach out to you to talk about it and agree on a way forward. This is to keep everyone in the community feeling safe, respected, and comfortable.

For team members with social media responsibilities



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WCK's tone and image

disrupter
playful
responsive sparky lighthearted
respectful supportive
funny bold curious loving
open good-natured
kind
casual

We care about how people feel and we try to stay in tune with the mood of people we interact with.

Our most important audience is families navigating childhood cancer and blood disorders, and we always want them to feel held and empowered through our words and actions.

The content you create should reflect WCK's:

- Mission, vision, and values
- Style guide
- Brand personality
- Ethical storytelling guidelines

Follow these best practices:

- Post regularly & consistently
- Use accounts specifically set for non-profits
- Plan for a breadth and balance of content
- Going viral, or amassing huge numbers, are not our priorities
- Avoid [clickbaiting](#)
- Aim to educate, raise awareness, grow support, build community, increase credibility, and connect people to resources
- Be active and present on the channels – check for engagement each working day
- Use visuals, text, and audio to tell coherent and consistent stories
- Use different forms and types of content

- Don't be afraid to shake things up and try new things. We challenge ourselves and the status quo
- Follow people and accounts that we have an agreed-upon partnership with

Responsibilities

The Marketing & Communications Manager will make sure that:

- Interactions are responded to in a timely manner
- Content output is overseen for suitability
- Content is planned, delivered, and tracked consistently
- Communications guidelines are reviewed and updated at least annually
- People who share testimonials, videos, and photos have given informed consent
- Inappropriate interactions/content on social media is dealt with

WCK team members will:

- Bring social media content needs to the Marketing & Communications Manager (more info [here](#))

The WCK Board of Directors will:

- Review and update WCK's mission, values, and key messages as part of the strategic planning cycle

Secure Access

- The Executive Director decides who has access to social media accounts and who becomes account administrators
- The Program Administrator sets passwords and keeps them secure
- Staff members, volunteers, and those on placement with WCK only access accounts with permission
- The Board of Directors ensure WCK processes keep social media accounts secure

Content violations

We don't engage with trolls. We won't respond to comments that don't seem to be made in good faith. We ban/block and report accounts that post offensive content or comments.

Examples of content that can be removed:

- Material that is [threatening](#), harassing, obscene, [defamatory](#), or hostile
- Anything that could be illegal
- Personal information that was not shared with consent
- Personal contact details, even if consent was given
- Sharing of WCK's branding, digital content, or internal documents without consent
- Content that solicits sales for a business or organization
- Chain letters
- [Spam](#)
- Comments made using another person's name

– from Association of Fundraising Professionals

If you see something posted on social media that could affect WCK's reputation (for example, an accusation about a team member), make contact straight away with:

Marketing and Communications Manager

Hannah Lind | hannah.lind@wckfoundation.ca

If they are unavailable or do not respond within one day, contact

Executive Director

Shannon Hartwig | shannon.hartwig@wckfoundation.ca

and

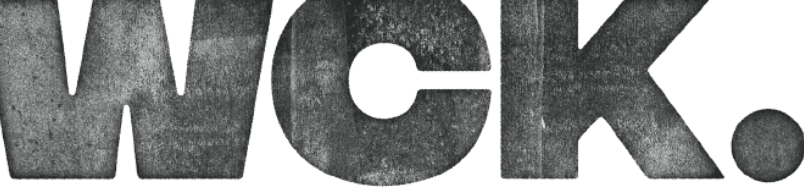
Board Chair

Leslie Grover | leslie.grover@wckfoundation.ca

They will decide whether, and how, to respond to it. They may:

- Report the post
- Report the person for posting harmful content or false information
- Ask the person to remove the post
- Inform the person of further action we will take if the content is not removed
- Publicly respond or post separately to make clear what is true and not true

Complaints



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We sensitively direct any concerns or complaints to direct messaging/private channels, but first we publicly acknowledge the issue, how they're feeling, and that we want to keep speaking with them through a private channel.

Questions

If you have questions or comments about this policy or WCK's use of social media, reach out to communications@wckfoundation.ca

Reviewed by: WCK Governance Committee

Date reviewed: March 11, 2024

To be reviewed: 2025

References

- Association of Fundraising Professionals. Social Media Guidelines: Ethical, Safe and Effective Practical Standards. Available [here](#)
- Criminal Code of Canada. Section 264.1 (1): Uttering threats. Available [here](#)
- Hackernoon. Why clickbait is bad for you. Available [here](#)
- Hootsuite. Dictionary of Social Media Terms: Spam. Available [here](#)
- People's Law School. Defamation: Libel and slander. Available [here](#)
- Springly. The Ultimate Guide to Developing a Nonprofit Social Media Policy. Available [here](#)