



Social media guidelines for CAFOD supporters and volunteers

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WHY USE SOCIAL MEDIA?

As a CAFOD supporter you're in a brilliant position to spread the message about CAFOD's work to hundreds of thousands of people via your social media connections. We're really grateful to everyone who shares and comments on our online content. It really helps us get the message out about our fundraising, campaigns, prayers and vital work of bringing hope and compassion to poor communities around the world.

CONNECT WITH CAFOD

CAFOD has a presence on several social media channels. By connecting with us online you'll get up to date information about our work as well as great photos, statistics and infographics which you can share with your family and friends. You can also 'tag' CAFOD on most social media channels so we know when you're talking about or to us! Here's a list of the places you can find us online, plus tips for how you can use the platform in the most effective way.



Facebook - www.facebook.com/CAFOD

How to use

Like our page and like, share and comment on our posts. You can tag yourself in our photos and also tag CAFOD in your own posts by writing @CAFOD in your status. You can also search for your diocese on Facebook. If you're organising an event or have a story to share, get in touch with your [local diocesan contact](#) and they can help you promote it via local social media.

Top tips

Every time you post something on Facebook, or share someone's post, you can choose how public you make it by clicking on the small globe at the top of the post:

If you want to share a video you have made about a CAFOD even you've been part of, it's much more likely to be seen if you upload it to Facebook rather than just sharing a YouTube link.





Twitter - www.twitter.com/cafod

How to use

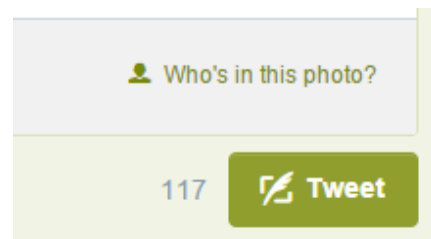
Follow us, favourite and retweet our tweets and tweet about your involvement with CAFOD by writing [@CAFOD](https://twitter.com/CAFOD) in your tweet. Connect with CAFOD in your area too – find your diocesan account in this [twitter list](#). If you are interested in specific areas of our work you can also connect with [CAFOD prayer](#), [CAFOD policy](#), [CAFOD schools](#), and [CAFOD events](#) on twitter.

Top tips

Retweets are particularly powerful during a humanitarian emergency.

For many campaigns we select a twitter hashtag, such as #Lent or #OneClimateOneWorld. Hashtags have more effect if lots of people use them, so check the [CAFOD twitter feed](#) or contact online@cafod.org.uk to find out what to use.

Twitter restricts you to 140 characters but don't feel you need to use all characters – shorter tweets can be more effective. Your tweets are much more likely to be seen if they include a photo rather than just words. If you add photos you can tag CAFOD (and other people) without using up space in your tweet:



Blog - blog.cafod.org.uk

How to use

Read personal accounts from CAFOD staff and volunteers, comment on our stories and share them via social media. As well as the CAFOD blog there are 21 [diocesan blogs](#) where you will find information and news about local events and also a [policy blog](#). If you have a WordPress account you can follow our blog and reblog posts you'd like your followers to see.

Top tips

Use these sharing buttons at the bottom of our blogs to help spread the message further:

Share this:



Be the first to like this.

You can also sign up get [blog notifications](#) - you'll get an email when we post a new article.



Google+ - plus.google.com/+CAFOD

How to use

Follow us and +1 and share our posts. You can also tag **@CAFOD** in your posts.

Top tips

You can also share YouTube videos on Google+ and tell your circles what you're doing for CAFOD.



YouTube - youtube.com/cafodtv

How to use

Watch our videos, share them and comment on them.

Top tips

Did you know we also have playlists (groupings of videos on the same topic) as well as individual videos? These are on topics such as videos for schools, videos from Hands On projects and videos about our 2015 Lent Appeal.

The screenshot shows the YouTube channel page for CAFOD. The channel name 'CAFOD' is at the top left. Navigation tabs include Home, Videos, Playlists (which is selected), Channels, Discussion, and About. A search icon is also present. The main content area features a playlist titled 'Hands On' by CAFOD, with 7 videos and 163 views, updated 3 days ago. The description for the playlist reads: 'Hands On is our exciting new project that gets you involved with a project in Kenya. You can contribute directly to this amazing community as they restore their water supply and transform their landscape, their lives and...'. Below the description are buttons for 'Play all', 'Share', 'Playlist settings', and 'Add videos'. The video list below shows two items:

Number	Video Title	Channel	Duration
1	CAFOD: Hands On in Kitui	CAFOD	3:06
2	CAFOD: Hands On update with Antony Mbandi	CAFOD	2:01

You can also subscribe to [our channel](#). This means our newest videos will appear in the 'my subscriptions' section. If you select 'Send me updates' in this section you can also get emails every time we upload a new video. If you upload a video about CAFOD please send us a link and we might be able to help promote it.



Instagram - [Instagram.com/CAFOD](https://www.instagram.com/CAFOD)

How to use

Follow us, like our photos and leave comments on what you've seen.

Top tips

If you attended a CAFOD event take a look at Instagram to see if there's a photo of you. Tag yourself when you find one!

If you're a member of other social media sites, such as Tumblr, Vimeo or Pinterest, **you can use lots of the above tips to share your passion for CAFOD's work with your contacts.**

MAKING THE MOST OF SOCIAL MEDIA

Social media is a brilliant way of expressing your opinion about CAFOD's work and is a really good way of encouraging friends to donate, fundraise, campaign and pray with us. The more people know about our work, the better. Together we are stronger and can influence decision makers by showing how many people care about the same issues. Social media is a very powerful tool when it comes to inspiring others to join us in doing something we believe in.

We'd love you to express your opinions about your relationship with CAFOD but we all need to exercise good judgement when posting online – remember it's always public. In the rest of this document you'll find advice on how to talk about CAFOD on social media. We've included useful tips for writing on social media as well as advice on issues which relate to the law, child protection and CAFOD branding.

Whatever you're saying online, here are seven useful things to remember.

1) It can be made public

Even if you've got a high level of privacy settings your friends could always share your posts with your name attached and your posts could be seen by anyone in the world. It's unlikely, but some people have found their opinions being used in newspaper articles without being consulted first. Make sure what you say can't be misinterpreted.

2) Be polite

Try to be courteous and respectful of other people and their views, religions and cultures. Don't get dragged into personal arguments or use language which might offend. Be careful not to be derogatory about people in CAFOD stories and case studies. It's a good idea to respond to people who communicate with you via social media but if anyone asks a difficult question we are happy to help – tag us so that we can join the conversation or contact us [by email](#). Remember, if you identify yourself as a CAFOD supporter your actions online reflect CAFOD as well as yourself.

3) Be positive

Whatever you say could have an effect on how CAFOD is viewed by hundreds of thousands of people online. If you have any concerns or if **there's anything we can do to help**, please let us know in a private message or contact supporter services on cafod@cafod.org.uk or 020 7733 7900. We can then discuss your concerns in a more private and thorough manner than we would be able to if you were to raise an issue publically via social media.

4) Be personal

People want to know why you support CAFOD so give them your personal opinions but make sure it's clear that it's your personal opinion, not an official CAFOD view. If you tweet a lot about CAFOD you can include "I'm a passionate supporter of @CAFOD but all views are my own" in your social media channel profile. You could start your post by saying, "In my personal opinion..." If you're retweeting something from CAFOD it's even more powerful if you add in a short explanation about why you agree with the tweet, as in this example:

To do this you need to copy the tweet and paste it into a new message – don't click the 'retweet' button at the bottom of the tweet.



5) Be safe

Don't give out locations of CAFOD volunteers, staff or partners unless this information is publically available (for example an office address or a public event). Be especially careful if you are abroad or are working with children.

6) Credit others

Respect copyright and trademark regulations. Feel free to share anything on the official CAFOD social media accounts. When using someone else's content, please ask for their approval before using their content and mention them when you share it. Photos from CAFOD's website should not be used unless CAFOD and the photographer (where this is indicated online) are credited.

7) If in doubt...

Get in touch with us on online@cafod.org.uk first – we're happy to help!

BRANDING

CAFOD has a distinctive logo which we use when we're talking in an official capacity. Please help us make sure that people know the difference between your profile and an official CAFOD profile by not using the CAFOD logo as your personal profile picture. However, it's OK to use a picture of yourself or your friends with a CAFOD banner or wearing CAFOD t-shirts. Please don't use CAFOD in your username as this can make it look like an official account which could confuse people.



Username: @Joe Blogs

Biography: A youth worker from Hull. Passionate about global justice and committed CAFOD volunteer. Tweets are my personal opinions.



Username: @CAFODvolunteer1

Biography: Tweeting for CAFOD volunteers everywhere.

Please feel free to share and retweet photos we have put up on one of our official CAFOD social media channels. **Photos from CAFOD’s website should not be used** unless CAFOD and the photographer (where this is indicated online) are credited. Please be careful when sharing photos which include the CAFOD logo – remember that whatever you say alongside this photo will reflect CAFOD.



If you have any questions about how to use the CAFOD logo get in touch with online@cafod.org.uk

If you’re trying to explain what CAFOD does you can use the following sentences:

CAFOD is the official aid agency of the Catholic Church in England and Wales and part of Caritas International.

Across the world we bring hope and compassion to poor communities, standing side by side with them to end poverty and injustice. We work with people of all faiths and none.

Inspired by Scripture and Catholic Social Teaching, and the experiences and hopes of people living in poverty, CAFOD works for a safe, sustainable and peaceful world.

POLITICS

CAFOD is required by law to act in a non-partisan manner. We treat all political parties, candidates and MPs equally online.

As a CAFOD volunteer you are not bound by law to be impartial, but you should still remain polite, positive and personal. When engaging in 'political' debates or commentary on social media, remember to:

- **Be focused.** Offering general comments about the attitudes or abilities of the Government or any individual within the Government risks looking as though you are giving blanket criticism or endorsement for political reasons. Narrow down what you are commenting on, and why.
- **Be relevant.** If you are criticising something the Government has done (or campaigning for them to take action on something), try to root it in terms of the impact it will have on communities in the poorest countries, so people can see why you would take that position as a CAFOD volunteer. The same is true of anything you want to praise the Government for doing.
- **Be constructive.** If criticising the Government say what should be happening, don't just rail against what's not and ensure your criticism is not personal. The same is true if you are offering praise.
- **Avoid the use of hashtags or messaging that is associated with a political party or candidate.**



Looking at political parties' manifestos.
Hoping @CAFOD campaign will have led to high level of commitment to tackling #climatechange



Just heard Mr A from party X on news. Doesn't know what he's talking about! @CAFOD volunteers should all #VotePartyY

CHILD PROTECTION

We love seeing how children get involved with CAFOD fundraising and campaigning but please remember that safety is paramount.

- Remember, **everything is public** so only post a picture of a child if you have clear written permission from a parent/guardian. When asking for permission you **must** be specific about how the photo will be used.
- **Only include one of the following:** child's first name, surname, school or location. If the child is in primary school, **do not** use the real name of the child.



Children from St Cuthbert's school enjoyed their @CAFOD Harvest assembly

Alice raised £50 for @CAFOD by selling cakes at break time



Alice, 13, sold cakes at St Cuthbert's school

Alice Brown sold cakes at St Cuthbert's school, Liverpool

If you see anything online which you think endangers a child's safety please contact us immediately on online@cafod.org.uk