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SOCIAL MEDIA GUIDELINES

As a **Campus Club**, you play an important role in amplifying UNICEF Canada's voice on social media. Your own social media activities can promote our fundraising and awareness campaigns; mobilize support for your own initiatives; build relationships with communities and influencers; generate and share ideas; and alert the team to trends and issues. We look forward to seeing how you use social media for social good.

Best Practices for UNICEF Canada Campus Clubs

Join UNICEF Canada's online communities

The first step to joining the conversation is becoming active members of our social media communities. Help us create conversations by liking, sharing and commenting on our posts.



Build your Campus Club brand

Each Campus Club is an extension of our organization. Help raise awareness for important issues, sound the alarm during emergencies and inspire Canadians to make a difference for the most vulnerable children around the world. While doing so, find your voice – one that is authentic, bold, personable and optimistic. (Refer to the [UNICEF Canada Brand Guidelines](#) for more information on brand voice.)

Campus Clubs are to use the [UNICEF On Campus](#) logo. Refrain from using the UNICEF and UNICEF Canada logos if you are creating your own logo, producing materials, or setting profile/cover photos. When engaging in conversation, remember that you are commenting on behalf of the Campus Club, not UNICEF Canada.

We advise that at least two Campus Club members have admin access to your social media accounts to monitor the conversation, respond to issues and protect the accounts.

Create a dialogue with the team

We look forward to hearing from you, whether you are sharing ideas, results, concerns or questions. We are here to help – as are your fellow Campus Clubs.



Safeguard UNICEF's name

Your online behaviour and messaging should respect UNICEF's values and non-partisan principles. Do not discuss inappropriate topics, promote inappropriate events (like bar hopping nights or events hosted by organizations whose values conflict with UNICEF) or promote items/events/organizations that could reflect negatively on UNICEF.

You can also safeguard our brand by alerting us to any negative comments, online rumours or misinformation. If you encounter a damaging post about UNICEF or UNICEF Canada, please notify Richard DeLisle to determine if action is required.

Safeguard UNICEF content

When sharing content, please attribute it to UNICEF/UNICEF Canada. Refrain from discussing confidential or sensitive information, or discussing partners (including donors) unless you have attained permission. If you are unsure if content is appropriate for posting, please contact Richard DeLisle.

Best Practices for Social Media

Start by listening

Before you post, take the opportunity to listen to online conversations. See what is being posted – and shared – by UNICEF Canada, NGOs, brands, social media experts and influencers to understand the nuances of specific platforms. You can observe how the 'best in class' are posting, advertising and experimenting.

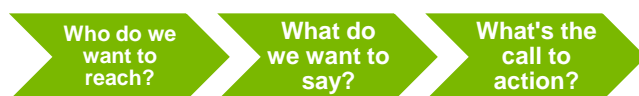
Identify your goals

Let your goals determine your strategies, tactics and approach. Also, consider specific and realistic outcomes when planning and posting. Do not expect your post to "go viral."

Before launching campaigns, consider your:



Before you post, ask:





See the potential for social media

When developing a campaign, event or communications tactic, consider how social media can help you achieve your goals. Try to integrate social media into offline activities as well.

Add value to conversations

Social media is a two-way conversation. To engage your community, share valuable content that enables a supporter to better understand the issue, relate to the cause, or appreciate how he/she can take action.

Also take the time to respond to supporters and conversations. You can make your community part of the story by issuing a call to action, asking questions, encouraging feedback, hosting live chats, or crowdsourcing ideas.

Post interesting content that gets shared

Try to understand what motivates or drives your community. What do they like to post, read and share?

Your community will ask “What’s in it for me?” when they read your posts, or when they are issued a call to action. Have a great answer to that question!

The following types of content work well on social media:

- Conversation-starters, facts, lists and ‘how-to’s
- Stories and articles that are impactful, emotive, humorous or nostalgic
- Images, graphics, info graphics or videos that are emotive
- Statements or quotes that reflect how a supporter feels about an issue

Be passionate, timely and engaged

By leveraging what is newsworthy and relevant, we can frame our story in a new way that resonates with supporters. Use trending topics and hashtags as opportunities for engagement.

Social media channels also require timely responses. If you do not plan on monitoring your accounts 24/7, let your community know when they can anticipate responses.

Build relationships

Building relationships with your community can start by thanking supporters for sharing or commenting on your content, and sharing content created by others. Try to balance between listening and speaking, sharing promotional messaging and non-branded information, and posting proactively and reactively.

Collaborate with Partners

Establishing reciprocal relationships with partners will help you to extend your network and



maximize your message reach. Consider engaging campus/university social media accounts, student newspapers, faculties, deans, student groups, etc. and see how you can add value.

Identify Influencers

Influencers can have large online networks, be notable within your community, or be subject matter experts. They can be celebrities, bloggers, media outlets and decision makers. Work with influencers whose interests align with UNICEF's to generate leads, drive support for campaigns, and grow your community. Tag/mention people and organizations by name to start your conversation.

Be respectful, responsible and use good judgment

Always be respectful when posting on behalf of your Campus Club. Social media happens in real-time, but take a moment to think through your message, especially if the conversation gets heated, personal or controversial. When in doubt, ask yourself if UNICEF Canada would stand behind your post.

Addressing negative comments can be an opportunity to share correct and useful information. However, if the comment is not constructive it may be best not to engage – or to let other supporters comment. Please connect with Richard DeLisle for guidance.

Be professional

Adopt the practice of checking your spelling, grammar and punctuation, and making sure links are active before posting. If you have made a mistake, delete and post again or post a correction.

Understand that “personal” and “private” are not the same

Any content shared via social media can be made public. If you chose to share a 'personal' message 'privately' (for example, via Twitter Direct Message), the recipient can post your conversation online.

Give credit where credit is due

Attribute third-party content to its source and respect intellectual property laws. On sites like Twitter and Facebook, consider mentioning or tagging the user (e.g. “RT @UNICEF” and “via @globeandmail”).

Use the right tools

Consider using free online tools/apps (like Hootsuite, Tweetdeck, Facebook Pages,



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Hashtracking.com) to schedule posts, manage conversations or measure your social media impact. While we do not endorse any software, please contact us for more information.

Last, but not least, have fun!