



NATIONAL SERVICES DAY

Social Media Policy

Video posts with audio:

if you are capturing/recording members or other persons for training or promotional purposes or at events, and if you switch from 'Photo' to 'Video' mode on a mobile phone or camera, always verbally and loudly inform the group that you are switching to 'Video' Mode and audio will be recorded. If you move from one site to another, you must also inform the new group that you are in 'Video' mode. Likewise, you should also inform them when Video mode and audio recording is disabled.

'Permission to Post' bereavement notices:

Bereavement should always and only be posted on the basis of the family's kind permission and prior consent. Given the sensitive nature of the bereavement, perhaps this 'permission to post' should only be sought from the immediate family by a rep of the organisation. The NSD board will post bereavements to our web page and social media pages, however, sharing the local organisation /unit bereavement notice would be appropriate. Other local organisation pages may also wish to share or retweet the post from the bereaved organisation page.

If you inform your followers you are a member of National Services Day, indicate that all views are your own and not that of National Services Day.

Use hashtags (#) and join-in on the conversation:

If you are attending an official function, event, liaise with the PRO or event manager and find out what the agreed hashtag is for that particular event. Join in on the conversation by using the same hashtag which is being promoted at the event. You may also want to source the event's Facebook name or Twitter handle to tag them in your posts, if appropriate.

Excessive use of social media:

Over use of tagging or repetitive retweets or shares by a single account page or group members will turn the audience off! Moderate and vary your posts and shares to other pages and limit comments on group pages.

Personal social media accounts:

Members should never speak on behalf of, or in the opinion of NSD Ireland. If a member comes across negative comments on another site or page, which may not necessarily be picked up by others, the member must inform a board member and send them a link of the offending site or social media page.

The Committee will take appropriate action if necessary. Members should never respond to a post on behalf of the National Services Day.

Data Protection:

For photos & videos, always ensure when possible private vehicle registrations, business names or advertising boards are obscured or omitted from the photos. A simple solution is to move the group to another appropriate photo spot.

Photos with minors:

Always ensure you have the written permission or consent of the appropriate adult, parent or guardian. If in doubt, leave them out!

Damage Limitation:

Take a screenshot of the post and any offending comments prior to the post being deleted. This allows for accuracy in terms of follow up investigations or conversations. Insure you capture the date/time.

File Photos and Stock files:

National Service Day members should avail of any opportunity to take a number of generic photos of various scenarios or events which may be used on social media at short notice or prior to events. These can be taken at a training or generic events, but remember, never overuse the same photo.

Use your common sense:

Social Media is an excellent platform to promote any organisation or brand. It's free and far reaching, and in the case of National Services Day it is a great tool in promoting activities and duties within your city, county or community. When using social media, use your common sense and enjoy the conversations and experience. Remember, not everything you see on social media may be real, so be careful!

Board National Services Day.

END OF POLICY