



SOCIAL MEDIA GUIDELINES + TIPS

What Are Social Media Guidelines?

When you are posting on the internet on behalf of Neighbourhood Support New Zealand as a member organisation, our integrity as a not-for-profit organisation is on display for the entire world to see and judge.

Social media guidelines provide a set of expectations for anyone posting online on behalf of NSNZ and our members to ensure we're able to remain well represented in a safe, professional, and accurate way.

The following guidelines and tips are there to assist you to better understand how, when, where and why we share content online.

As a good tip before posting anything, ask yourself the following 3 things:

1. Is it true?
2. Is it necessary?
3. Is it kind?

If it doesn't meet these criteria, then it probably shouldn't be shared online!

Where Should I Post?

Figuring out which platform is right for your organisation is the first step to creating a social media strategy that will work well for your needs. Questions to ask before choosing to use a platform include such things as, "Which audiences do I hope to reach?" and "What type of content do I plan on sharing?" The follow are some primary free channels to consider:

Facebook

New Zealand's most popular platform with about half of global users 35 years old or older. If creating a new account / page, be sure to specify which organisation you're from such as 'Neighbourhood Support Wanganui'.

Facebook is great for important announcements, inspiring updates, and to create events so you can easily stay connected with individual members outside of meetings. If you really want a post to have wide reach, consider paying to 'Boost' it which allows you to target a specific audience such as non-members in your area.



SOCIAL MEDIA GUIDELINES + TIPS

Twitter

With about 8.56% of New Zealanders using Twitter, it may not be the biggest and most popular, but it still is just as important! Twitter is considered a 'microblogging' platform as users are limited to updates of 280 characters or less. Using Twitter effectively means posting regularly and timely updates. For example, as soon as you know of an approaching storm that affects your community you'll want to post it to Twitter and continue to post updates as news is received. Content you share on other platforms can also be shared on Twitter but be sure to keep it brief!

Instagram

A visually based platform where users upload photos and videos through the mobile application. Users can add a short caption, a location (geotag), and hashtags to allow their post to be more easily found. Great for sharing your best photos from your latest events, introduce new members, or share 'behind the scenes' moments. 68% of users are under the age of 35 so be sure to share content that appeals to a younger demographic, it helps to 'tell your story' and have stunning content to back it up in order to thrive on the platform.

YouTube

A free video sharing platform that serves as a great tool for broadcasting anything you would share on TV but don't have the budget to spend on air time. With over 74% of New Zealanders using YouTube across a range of ages and locations, popular videos include instructional videos (How To), news reports, and funny / entertaining content. As you can see each platform offers a unique way to share your content online. Do your research before signing up to ensure you're using the right platforms for you and your team.

Brand Consistency

When creating original content to share online, it's important to follow brand standards as best as possible to ensure a consistent look and feel across all our communications. Ensure you use the official logo provided to you by the National Office and whenever possible incorporate our specific colours into your designs. Learn more about Brand Guidelines including details on our unique colours and fonts in our online NSNZ Members' Toolkit.



SOCIAL MEDIA GUIDELINES + TIPS

5 Tips For A Successful Social Media Strategy

1. Be responsible for what you share

If you accidentally shared something that was not meant to go on your Neighbourhood Support page or account, be sure to delete it as soon as possible or issue an official apology if the mistake is realized too late or raises any concerns. In the event you receive negative feedback on a post do not ignore or delete it but respond professionally. Any hateful or threatening comments and messages should be reported immediately either to the social media platform itself or to local authorities depending on the severity and intent.

2. Be authentic and add value

Social media is all about 'telling your story'. It's okay to imitate what others are posting but at the end of the day if someone is following your account it is because they are interested in what YOU have to say! For your individual members it means updates from your team that impact them.

3. Respect copyrights and fair use

When sharing content from someone else, be sure to either a) get their approval to share it BEFORE posting, and/or b) give credit for their work. If you need a stock image feel free to visit <https://pixabay.com> to find FREE royalty free photos, graphics and videos you can use without breaking any copyrights.

4. Remember to protect confidential info

Telling your story doesn't mean sharing every single detail with the public! It's important to be transparent about what your organisation is working on without spilling the beans on anything that may compromise your ability to protect your members, intellectual and physical property, or even deliver your services. If you wouldn't want a stranger to know it, then you shouldn't post it online.

5. Post regularly and often

Next to sharing 'bad' content, one of the quickest way to lose an audience or not build one in the first place is to not post often enough. Your audience will only continue to follow you if you provide value on a regular basis. Each platform requires a different frequency of posts so make sure to do your research.

Things To Avoid

- Lengthy posts with no images or low-resolution images / videos
- Sharing personal opinions that do not reflect those of NSNZ or your member organisation
- Only sharing your organisation's content. Followers want a mix of content to keep them engaged.

Make sure to inspire, inform, and intrigue!