



Do's and don'ts of using social media effectively

Social media is mostly positive. It is a fantastic way for us to raise awareness of the work we do, the fundraising our supporters do and the work of PSPA.

However, there are certain risks to using the platform – it is important to remember that it is a public forum. This guide relies on good judgment and common sense but mostly it is to ensure you do not post anything that may damage your or PSPA's reputation.

Whether you run a local group or a group social media page or identify as a PSPA volunteer on your personal page, you need to consider the following:

Social Media Do's

- Do post about any PSPA related activity's you are participating in eg group meetings, fundraising events etc.
- Do be careful that the language you use cannot be misconstrued, misunderstood or used mischievously
- Do think carefully about your choice of personal photos, especially if you identify yourself as a PSPA representative
- Do ensure you have consent for any images/videos you post containing other people
- Do consider and respect the feelings of others, and recognise that material you might regard as harmless could be viewed differently by others eg controversial or bold messages about PSP or CBD
- Do make sure you have permissions to use any imagery/videos you do not own.

A key rule of thumb, remember, if you wouldn't want a newspaper to publish it, don't post it.

Social Media Don'ts

- Don't say or do anything on social media that is likely to bring you or PSPA into disrepute eg contrary to the PSPA's policies and procedures
- Don't post or share anything that anyone could find offensive, racist, homophobic, abusive, degrading, disparaging, derogatory or humiliating
- Don't respond to negative posts or comments about PSPA, instead email the link to our Director of Engagement – carol.amirghiasvand@pspassociation.org.uk
- Don't post personal opinions about controversial current affairs such as political elections, celebrities, businesses etc., especially on an account linked to PSPA
- Don't communicate or publish sensitive information about people/a person living with or affected by PSP or CBD.

In compliance with the new GDPR, don't do anything which might jeopardise confidential information and/or intellectual property.

The above should help you avoid some of the most common issues experienced by people representing an organisation. Please continue to use social media to share your activities and raise awareness of PSPA, PSP & CBD.