

Social Media Guidelines



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MEND SOCIAL MEDIA GOOD PRACTICE ADVICE

These guidelines are for anyone who is associated with or representative of MEND on a public platform. MEND is becoming increasingly identifiable in the space it operates. This space is highly contentious and sensitive given the political issues we engage with. At MEND we aim for a professional and creative social media brand, and encourage you to tell the world about your work and activism. Whether you do so by participating in a blog, wiki, online social network or any other form of online publishing or discussion is completely up to you.

In order to avoid any problems or misunderstandings, we have come up with a few guidelines to provide helpful and practical advice for you when operating on the internet as an identifiable representative of MEND.

First, please familiarise yourself with the below, the MEND Social Media policy and relevant employee/volunteer handbooks.

1. When you discuss MEND - or MEND-related matters on the internet, identify yourself with your name and, when relevant, your role at MEND. Only a few people in the organisation are official spokesperson for MEND, so if you are not one of them you must make clear that you are speaking for yourself and not for the organisation. You can use a disclaimer like "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of MEND". Please always write in the first person and don't use your MEND email address for private communications. And please consider that even anonymous postings can be traced back.
2. You are personally responsible for the content you publish on blogs, wikis or any other form of user-generated media. Please remember that the internet never forgets. This means everything you publish will be visible to the world for a very long time. Common sense is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, review. If you are still unsure and it is related to MEND, talk to your line manager, your respective regional manager/Head of Community Development, MEND's social media lead or a Board member.
3. Do not share internal communications. If an item features the sentence "for internal use only" or "confidential" it is absolutely not meant to be forwarded to anyone who is not employed or volunteering for MEND. No exceptions. Messages from our CEO to all employees or volunteers are not meant for the media. If we, as an organisation, wanted to communicate a message publicly, we would do so via our social media or our PR/communication lead would tell the media.
4. It is perfectly fine to talk about your work and have a dialogue with the community but it is not okay to talk about strategically sensitive content before it is made public. If you have signed a confidentiality or non-disclosure agreement you are expected to follow it. If the judgement call is tough, please ask your line manager or regional manager before you publish or forward. Please act responsibly with the information you are entrusted with.
5. Do not comment on MEND-related legal matters unless you are an official spokesperson, and have the legal approval by MEND's Board. In addition, talking about organisations finances, sensitive future projects, collaborations or similar matters will get you into legal trouble, and may cause issues for both you, and the organisation.
6. Respect your audience. Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory. If you are in a virtual world as a MEND representative please dress and behave accordingly. We all appreciate respect.

7. Think about the consequences. Imagine you are sitting in an external meeting and a client/partner brings out a printout of a colleague's post that criticises the organisation, its practices or an event. Talk about a tough pitch. So, please remember: Using your public voice to trash or embarrass yourself, your colleagues and MEND has consequences for our objectives.
8. Have you posted something that just wasn't true? Be the first to respond to your own mistake. In a blog, if you choose to modify an earlier post, make it clear that you have done so.
9. Please respect copyright. If it is not yours, do not use it without permission or giving due credit.
10. Don't cite or reference clients, partners or suppliers without their approval. When you do make a reference, where possible, link back to the source.
11. Be aware that others will associate you with your employer/MEND when you identify yourself as such. Please ensure that your social media profiles and related content are consistent with how you wish to present yourself with partners and colleagues.
12. Even if you act with the best intentions, you must remember that anything you put out there about the MEND can potentially harm the organisation and our objectives of tackling Islamophobia. This goes for all internal communications as well. As soon as you act on the organisation's behalf by distributing information, you are upholding the MEND's image. Please act responsibly. If in doubt, please contact your line manager, regional manager, Social Media lead or MEND Board before you hit the send button.

GUIDE TO MEND'S SOCIAL MEDIA

Platforms MEND uses

MEND has a presence on the following platforms:

1. Facebook - this is our strongest platform in terms of followership and engagement. We mainly use this platform for advertising events, hosting webinars and sharing long-form content.
2. Twitter - mainly used to share new stories, engage in 'trending' topics and breaking news and raise awareness of campaigns and our activities.
3. Instagram - following our 2020 Social Media Strategy refresh, we will aim to use this platform to predominantly highlight our community activity.
4. YouTube - mainly used to share our video content.

As social media evolves, and methods of communication develop, we will evaluate how we use these platforms and whether we adopt new platforms.

MEND's Social Media Brand

1. At MEND, we aspire to build a professional and creative brand.
2. The core topics we cover include Islamophobia, media and politics which impact Muslims in Britain.
3. On occasion, we will discuss non-core topics if we judge them to be of interest to Muslims in Britain.

MEND Shows

Since COVID-19, MEND has adapted its ways of working (previously heavily focussed on local community events) to now hosting more events online via webinars. In keeping with our social media brand, we have created the following 'show' brands.

1. MEND Report - our **politics and media** show which focus on the **national** conversation regarding Muslims in Britain.
2. MEND Report [Regional] - our **politics and media** shows which focus on **regional** issues.
3. MENDTalks - our **TEDTalks style exhibition** where we give an opportunity for people inside and outside of MEND utilise our platform. **Each show has a theme**, with approximately six speakers being given nine minutes to talk about their specialist topic.
4. Islamophobia Watch - this show discusses the **Islamophobia-related issues** and cases including incidents of hate-crimes, discrimination and structural Islamophobia.
5. Let's Talk About... - this show covers topics that are **not the core of MEND's activities** (politics, media & Islamophobia) but may be of interest to MEND's core audiences.

The above shows will mainly be streamed live on our Facebook page.

We also have shows using other mediums and platforms. Below are some examples:

5. Muslimah Voices - a podcast giving a space for **Muslim women** to discuss issues related to them.

Anyone can suggest a topic/theme for a show by completing this proposal form: [click here](#)

As we adapt to an increasingly global and digital world, where mediums of communication and sharing messages increase, we are open to suggestions on new shows and platforms. If you have a suggestion, please email them to: naeem.ibnfarooq@mend.org.uk.

Organising a show

This section outlines how you can organise an online show on MEND's platform.

Step 1: Submit a proposal here: [click here](#)

When submitting a proposal, please consider the following:

- How does it fit into the MEND show brands (see above).
- Consider the diversity of speakers.
- Consider timing of the show and other sensitivities.
- Consider planning and organising. Typically, it can take at least 3 weeks to plan a show well.
- Typically, we aim to respond to a proposal within 2-3 working days.

Step 2: Consider feedback on your MEND show proposal (usually given by a Head of Community Development).

- This process is in place to ensure strategic alignment with MEND's online show, stop duplication and connect potential areas of collaboration.
- We aim to have two shows per week and ensure fair coverage of issues from across the UK.

Step 3: Plan your event, invite speakers, check availability on MEND's Facebook Live (if it is a live show)

- Note, if you are hosting a MENDTalks show, you may want to put a speaker call out on social media. If you are doing a speaker call out.

Step 4: Once step 3 is confirmed, submit a Show Design request form: [link](#)

- The purpose of this graphic is to advertise the event.
- We recommend submitting this form three weeks before the event.
- A poster can typically take 3-5 working days, depending on the workload of the MEND Design team.
- Please allow an additional two days for review, feedback and changes to graphics.
- On social media, we typically use square-graphics. These posters should be simple and include the following:
 - Show logo (MEND Reports, MENDTalks etc)
 - Title of show
 - 1-2 sentence blurb about the show. It is important to make this short and snappy.
 - How to watch, typically: Watch here: www.facebook.com/mendcommunity/live
 - Date
 - Time
 - Speaker photos (if relevant), speaker name, speaker job/title/org if relevant
 - Please keep the information consistent and short.
 - Keep text to a minimum, less words work better on social media.

Step 5: Once the social media graphic has been finalised, send the graphic to our Social Media Co-ordinator (mariyah.zaman@mend.org.uk).

- Good practice is to advertise the show two weeks before the event.

If you have any questions on the above, please contact: Na'eem naeem.ibnfarooq@mend.org.uk or Mariyah mariyah.zaman@mend.org.uk

Hosting a show

Roles

- Zoom Technician - person who manages the Zoom account, makes the webinar live on Facebook, controls hosts/attendees access.
- Presenter - person who hosts the webinar/session.
- Contributors - panelist(s) who speak on the show.
- Support team - people who monitor the Facebook Live stream, share the questions on Facebook

On the Day of Event

30 Minutes before the event

- Everyone logs in half an hour before the event for a pre-briefing and testing.
- Test the mics and videos of each contributor. Each contributor must keep their mics off throughout the session unless they are speaking to avoid any unexpected background noise distracting other contributors and the audience.
- Zoom technician must turn off their camera (unless they are the Presenter) and put the session on 'Speaker view' (top right)
- Click Settings > Video > select 'hide non-video' feature
- Zoom Technician gives the Presenter access to share screen and asks them to share the 'Webinar Starting Soon...' holding slide.
 - Note: this should be created before the event
- Conduct a 'Go Live' test run via the dummy Facebook account 'MENDING Communities' to ensure there are no connectivity issues between Zoom and Facebook.
- Explain to Presenter and Contributors how to identify when they are live on FB (symbol on left of screen)
- End the test run once you are confident everything is in order
- Delete the test run on the MENDING Communities page

5 Minutes Before the Event

- Zoom Technician to make sure their video and mic is off
- Support Team should leave Zoom video call and move to a conference call
- Ask the Presenter to keep the 'Webinar Starting Soon...' holding slide on
- Make sure everyone is muted until ready to start event

Going Live

- Zoom Technician to click 'Live to Facebook' on Zoom
- Click 'Share on Page you manage'

- Share on MEND Community Page (not on dummy MENDING Communities)
- Post as MEND (not yourself)
- DO NOT USE LIVE PRODUCER - CLICK DISMISS
- Add title of event
- Press 'Go Live'
- Press record in Zoom (for backup footage of event)
- NB: there is a 15-20 second lag between the Zoom stream and Facebook stream.

During the Show

- Ask host to 'stop sharing screen' when ready to start the event (to remove holding slide)
- Host and contributors to all have their videos on (but contributors to mute their mics)
- Zoom Technician must remain on speaker view for the entirety of the session
- Contributors to unmute only during their talk
- For the panel session, only person speaking should be unmuted
- Technician to take questions from FB and send to host in the Zoom chat
- Host to put questions to the panel during the session. Zoom technician to send prompts in the chat for time reminders to host, if necessary
- Thank the audience and contributors. Apologise for questions not answered

Ending the Session

- Go back to Zoom and click stop live screen
- Stop recording in Zoom

Post show

After the show is complete, general good practice is to create a <60 second trailer of the best bits/snippets from the show. This trailer will then be posted online to create a 'buzz' and entice people to watch the show if they missed it live.

It is the responsibility of the person who organised the show to follow up and make this request to the Design team.

Step 1

- To do this you will need to send the following to the Design team:
- Send a video design request via this [link](#)
- Send the hyperlink to the show or the file itself via the form
- (via Google Drive/Microsoft OneDrive/Dropbox etc)
- Identify the key snippets with time stamps and describe in full what you would like to highlight in the video.

Step 2

The Design team will create a trailer within three-five working days.

Step 3

Trailer is approved by:

- webinar organiser - to ensure nothing was taken out of context.
- senior MEND employee (typically a Board member) - to ensure it is suitable with MEND's brand and strategy.
- Social Media lead - to ensure it fits with MEND's social media brand and strategy

Step 4

Once the trailer has been approved, it will then be posted by our Social Media lead on our respective platforms.

Video Guidelines

This section outlines the parameters in which videos must be produced. These guidelines differ depending on the social media platform.

General Good Practice

1. **The first 15 seconds of every video is the most important** - it determines whether the audience decides to continue watching the video till the end or not
2. **Add a thumbnail** - include a short title so people know what the video is about when scrolling through their feed.
3. **Faces work well** - in terms of content, face work better than inanimate images or objects.
4. **Include subtitles** - helps those with hearing difficulties and those who watch videos without audio.
5. **Book end with MEND branding** - promotes MEND and ensures consistency (i.e. start with a title, end with 'Like, Comment, Share, Subscribe, Donate'.
6. **Be aware of copyright** - videos will not be uploaded if they include content used with copyright permissions (e.g. music, films).

Facebook

- Time limit: Maximum file size is 4GB; Maximum video length is 120 minutes; recommended video length is up to 40mins.
- Dimension: Landscape/Square
- Thumbnail: Eye-catching image relevant to the video

Instagram

IG Feed/Wall

- Time limit: less than 60 seconds; ideally 50 seconds to allow to MEND branding.

- Dimension: Square
- Thumbnail: Either have a title or specify to the Social Media lead a time point in the video to use as a cover photo

Instagram TV (IGTV)

- Time limit: Videos over one minute are uploaded onto IGTV
- Dimension: All IGTV videos must be in a portrait format
- Thumbnail: Must include title
- First 15 seconds are crucial, as they are used for the video preview on our Instagram page and Instagram stories

Twitter

- Time limit: All videos must not exceed 2 minutes and 20 seconds.
- Dimension: Square or landscape (rectangle)

YouTube

- All videos must be uploaded onto YouTube.
- Time limit: Unlimited
- Dimension: Landscape
- Thumbnail: Must include title

Graphic Guidelines

These are general good practice guidelines to ensure graphics make maximum impact. However, there is flexibility to allow for creativity.

- Use hi-res images where possible
- Create and use 1080x1080 px square formats for social media posts
- Use the MEND social media footer templates
- Use clear text and MEND fonts to highlight words and sentences

SECURITY

Technical Security

For Zoom Manager (person who manages the Zoom account, bookings etc - currently Head of Operations)

- Enable Practice session
- Send Panelist links to all Panelist

- For people who want to attend via Zoom (not Facebook) ensure they have to register so we screen the attendee.

For Zoom Technician (Person who hosts the Zoom session)

- Ensure all attendees remain muted unless they are speaking
- Anybody who makes inappropriate comments should be removed immediately. Take a zero-tolerance approach.
- When the Live stream/show ends, end the session for all. If you want to conduct a debrief, create a new session.
- Whoever is sharing their screen should ensure they do not have any personal details on their screen.

For Event Organiser (person who organises the event, invites speakers etc)

- Do not share links to anyone who does not need it.
- Make clear to people you share the links to, it is not for further sharing.

Internal Safeguarding

Speakers

- Conduct general reference checks on potential speakers before agreeing to allow them on MEND's platform.
- Ensure speaker(s) and their organisation are not Prevent funded.
- Ensure speaker(s) will not harm MEND's reputation and objectives.
- Get approval from a Board member to host a speaker.

MEND'S SPEAKER GUIDELINES

At MEND, we strive to broadcast content which is professional and creative. We also aim to produce content which is suitable and appropriate to our audiences. The following are eight principles we seek to uphold and ask all speakers on our platform to uphold too. These are general principles, not an exhaustive list of possible scenarios (which would be difficult to outline), therefore, we kindly ask people to interpret them in the spirit in which they are intended - fair, ethical and appropriate to MEND's objectives and the social context in which we live.

These principles are aligned with the Ofcom Broadcasting Code, as well as the Communications Act 2003, Broadcasting Act 1996, Equality Act 2010, Human Rights Act 1998 and Representation of the People Act 1983..

Principles

- 1. Protect under 18s - ensure people aged under eighteen are protected**

Due care must be taken over the physical and emotional welfare and the dignity of people under eighteen who take part or are otherwise involved in programmes. This is irrespective of any consent given by the participant or by a parent, guardian or other person over the age of eighteen in loco parentis.

People under eighteen must not be caused unnecessary distress or anxiety by their involvement in programmes or by the broadcast of those programmes.

We prohibit the broadcast of:

- Sexual and other offences in the UK
- Drugs, smoking, solvents and alcohol
- Violence and dangerous behaviour
- Offensive language
- Sexual material
- Nudity
- Exorcism, the occult and the paranormal

2. Harm and Offence - ensure that generally accepted standards are applied to the content so as to provide adequate protection for members of the public from the inclusion in such services of harmful and/or offensive material.

We prohibit the broadcast of:

- Violence, dangerous behaviour and suicide
- Exorcism, the occult and the paranormal
- Hypnotic and other techniques, and photosensitive epilepsy

Furthermore, we have rules on the following:

- Broadcast of competition and voting must be fair, clear and prizes must be accurately described and appropriate for the audience.

3. Crime, Disorder, Hatred and Abuse - ensure there is no incitement of crime; and we prohibit content which contains hate speech and abuse.

4. Religion - ensure we treat religious content with responsibility and respect; ensure that religious programmes do not involve any improper exploitation of any susceptibilities of the audience; ensure that religious content do not involve any

abusive treatment of religious views and beliefs of those belonging to a particular religion or religious denomination.

- 5. Accurate reporting - ensure that news, in whatever form, is reported with due accuracy**

- 6. Fairness - ensure all participants avoid unjust or unfair treatment of individuals or organisations in programmes.**

This includes:

- Deal fairly with contributors and obtaining informed consent.
 - Opportunity to contribute and proper consideration of facts.
 - Avoid deception, set-ups and 'wind-up' calls.
-
- 7. Privacy - ensure participants avoid any unwarranted infringement of privacy in programmes and in connection with obtaining material included in programmes.**

 - 8. Commercial references - ensure that there is distinction between editorial content and advertising (distinction); protect audiences from surreptitious advertising (transparency); ensure that audiences are protected from the risk of financial harm (consumer protection); ensure that unsuitable sponsorship is prevented (unsuitable sponsorship).**