**Social Media for Associations**

We are keen to support local IHC Associations to have their own Facebook pages to engage locally and to share events, opportunities and information.

This follows a successful trial with North Canterbury which was administered by Kay Pearce and this is what the IHC North Canterbury page looks like:

Graphical user interface, website

Description automatically generated

**How it will work/account management**

Please fill in the form so that IHC Comms can set up the page for you.

The page is aimed at reaching out into the community, promoting IHC locally as a source of support, information and connection and sharing events and opportunities.

It works more as a local bulletin board rather than being aimed at sharing photos and information about individuals.

As per the request and advice of IHC North Canterbury Association, the page is not aimed at sharing photos and information about individuals. The areas can continue to use their newsletter predominantly for this purpose.

This cuts down on sharing people’s personal images and information online. We are also providing the digital consent form for occasions where sharing details of an individual are required. The individual must fill in the form (or be supported to fill in the form) and the form is to be sent to IHC Comms.

The administrator will be a nominee of the Association Committee.

A member of the communications team will also have administration rights to the page, which will be set up by IHC Comms.

Once set up IHC Comms does not, however, expect to have an active role in the page – but is always here to help.

**The Name of the Page**

The name of page will be IHC (Association name such as North Canterbury)

**Set Up**

IHC Comms will set up the page for you. Please fill in the attached form.

**Guidelines**

Do:

• Share posts from organisations with encouragement to attend if you fully trust and endorse the event and organisation.

• Feel free to just share without comment if you are less sure and not share at all if you aren’t.

• Continue to be an advocate for people with intellectual disabilities. You can do this by sharing stories and posts from the IHC New Zealand Facebook page.

• Be courteous and thoughtful and avoid getting into arguments with other social media users.

• Follow IP rights and copyrights. If you pull facts or images from others, be sure to credit them and provide a link if possible.

• Let the Comms Team know if you receive any form of social media harassment.

• Use the full media consent process if you are sharing images or details of individuals and store the media consent form.

• Ask for verbal consent if you are showing a group of people and don’t identify them by name.

• Keep an eye on your messages.

• Please contact the comms team for any advice and support. We’re here to support you and help make this a success.

Don’t:

• Publish or disclose private information, including photos, about people using our services or about The IHC Group.

• Post personal opinions.

• Set up unauthorised IHC page or site.

• Post any information or images about any staff member online.

• Engage with competitors in an inappropriate way.

**Statistics**

Once you are up and rolling we (IHC Comms) will be in touch to help you get statistics so that you can see how many people you are engaging with and your most popular posts if you would like our help to do that.

**Tips from North Canterbury**

IHC Communications and the North Canterbury IHC Association conducted a three-month trial – the tips we would like to pass on are:

Kay says go for it!

She recommends using it, and that she feels she is really building community and connection so is really enjoying it. Also the page reflects the community too which is great – not just disability events or information but community information and events.

They have had more than 500 people engage with it.

She says it takes a bit to get used to using it as an admin. She recommends using a large screen so that you can scroll down and see all the options.

She recommends posting once a week or so to keep people engaged but not flooding the page.

Allow time to do this – Kay does it once a week and says it always takes longer than expected especially at the beginning. You can’t just use a word document. You need to get a screen shot or a shortened version of information or use links.

It particularly takes time contacting organisations and individuals to make sure they are happy with you sharing their content, stories or images.

You can increase your content by sharing content from other people.

Also – think about having a separate email folder so you can put stuff into it until you are ready to deal with it.