



**Welsh Triathlon**  
**Policy for Social Media**

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## Social Engagement Policy

There are some general things to consider when communicating via New Media, as well as additional rules/etiquette which specific platforms enforce. It is advised that anyone engaging via Welsh Triathlon's chosen social channels understands and adheres to the generic 'Terms of Engagement' outlined in this guide before checking the guidelines for each platform.

1. Be honest and transparent about who you are, the fact you work for Welsh Triathlon, and your role in the organisation. Failure to do this could, in extreme cases result in prosecution, and at best will lead to bad press.
2. Be consistent in everything you do: have a consistent username that you use in all channels, use the same photo/logo so that you are recognisable in all of these channels and use the same name in all of your postings.
3. Understand the audience profile of the tool you are using and tailor your messages (style and content) appropriately - remember one size does not fit all Social Media. Think demographic, not traffic.
4. Ensure the profiles you are responsible for, or contributing to, are up to date; this includes status updates, profile pictures, event listings, contact details etc., and where possible, promote the Centre's other Social Media platforms.
5. Listen and read at least as much as you post. Be generous; acknowledge and credit those who enhance your network through their posts or other activities.
6. Share ideas, insight, and information that is relevant to the audience profile and signpost related ideas. Avoid overly commercial posts or links to transactional pages on the core website - point people in the direction of pages which share good content.
7. Be creative and continually test your messaging. Remember Social Marketing is a process which favours the community, not the creator or enabler of the content. If you have a consistently inactive audience (not taking part, reading, adding their own comments, or passing your information around), you need to change your content, make it more engaging and spark conversation.
8. (That said) Don't expect a flood of response to your posts - lots of people may read your post, but at best only about 10% will ever respond. Therefore, don't ask too many open questions as a lack of replies does not look good.
9. Make sure you respond when you need to by keeping tabs on comments/mentions - automate the process (with feeds/updates) wherever you can so that you don't overlook any feedback/dialoguing opportunity.

10. If you are concerned about responses to your posts - don't panic. In the first instance, assume the best - it's easy to take a comment the wrong way - but when in doubt, ask politely for clarification. Negativity should be addressed openly rather than covered up and dealt with empathetically. It is not always necessary to appease people but you do need to remain polite and fair in your response.

Remember - if in doubt, leave it out. Participating in forums is about making public information private/tailored/relevant to those user groups rather than making 'private' information public.

### **Tips for putting together posts and responses**

#### Be professional but approachable

*It is important to remain consistently on brand (<http://wmctessitura01/guidelines.pdf>) and adhere to the Centre's copy writing guide (X:\Marketing\Private\COPY Writing\THE RULES.doc) but don't avoid web/social jargon altogether. The occasional abbreviation (RT for example) or use of exaggerated punctuation and emoticons can be used to considerable effect to define the tone of a post.*

- The same rules apply online as for offline forms of communication - spell, sense, and grammar check everything before posting. Apologise for misinformation or typos
- Create live links by typing the prefix <http://> whenever you post URLs - and check they work correctly when you post them
- Think quality not quantity - not everything is fascinating! Don't spam, stay on topic, and if in doubt, don't post it as online it may last forever.
- Tailor your responses to individual requests and inquiries - it's often better not to reply than to reply with an auto responder or both.
- Close down lengthy/heated conversations quickly and politely, and offer to discuss further 'offline' or via one-to-one IM.