Executional Guidelines:

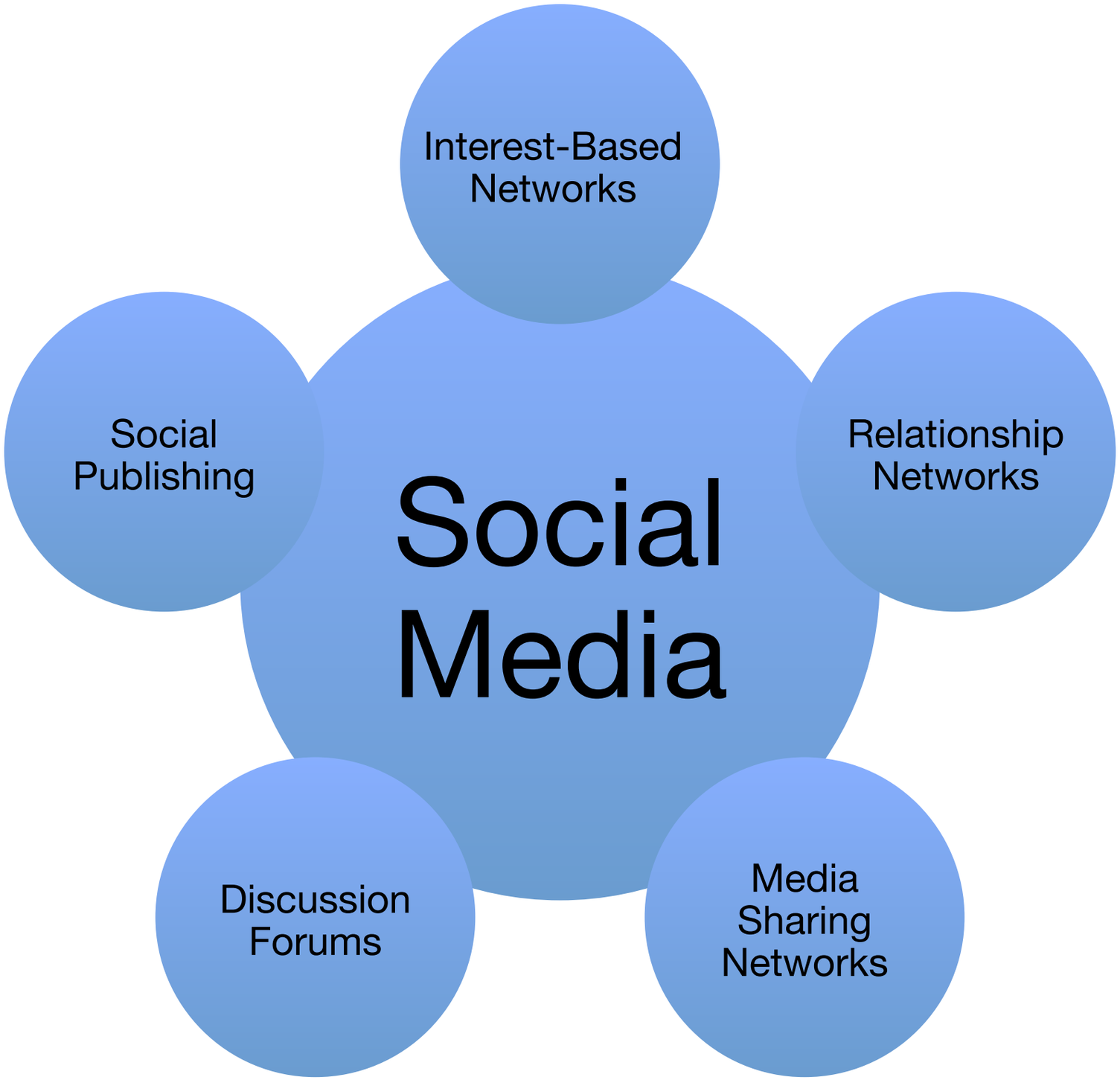
Social Media

Created: 12/31/2016

Please contact Director of Communications and Marketing for latest guidelines or questions

Brian@theprojectheal.org

Types of Social Media



Types of Social Media: Benefits

Relationship Networks

- Example: Facebook
- Offer unique chance for us to connect to users on personal level
- Arguably most defining of all
- Communication is kept in 1 place

Media Sharing Networks

- Example: Instagram, YouTube
- Defined by primary type of media shared among users
- Still allows us to tell a story/narrative
- Most successful when there's constant theme and planned mission

Discussion Forums

- Example: reddit, Quora, Digg
- Allows for brand to share content relevant to a discussion, and participate in as many as possible
- Offer expertise

Social Publishing

- Example: Twitter, Blog, Medium
- Specifically blogging platforms gain visibility, increase awareness, generate engaging content, and helps carve out niche for brand as thought leader

Interest-Based Networks

- Example: Facebook groups, LinkedIn communities, Care.com community
- All about connecting with people who share common interest
- Also useful for establishing brand as leader and increasing recognition

Social Media Objectives

- Share News/Education About Our Cause and Mission
- Fundraising
- Brand Recognition
- Drive People to Our Site
- Maintain Active Conversation
- Connect with New Prospects

Who Are We Writing For?*

Sarah

- Millennial (18-34)
- Mental health advocate and engages with/shares related content
- Engages with/shares inspirational content
- Has firsthand experience with ED
- Cares more about family/friends than brands
- College educated
- Will donate to causes she cares about and that are transparent in how they help people

Kim

- Mother
- Child suffered/suffers from eating disorder, or is in recovery
- Likes to stay up-to-date on mental health/ED news
- Will donate to causes that help with what her child went/is going through
- Actively participates in online communities to engage with others in her situation
- Engages with/shares content that she feels will help others in her situation

Above two examples apply to males as well

Social Media Brand Voice

Character/Persona

Friendly

Warm

Inspiring

Tone

Personal

Honest

Helpful

Language

Simple

Fun

Insider

Professional

Purpose

Engage

Educate

Inform

Entertain

Sell

Topics to Share on Channels

Eating Disorders	Mental Health	Industry News	Inspiration
☐ Articles/videos from our blog, news sources, treatment partners	☐ Articles/videos from news, blogs, or other reputable source	☐ Articles/video from reputable news sources only	☐ Videos, quotes, both phrases and imagery, can be found on Google or Tumblr
☐ Can include stories of hope, recovery, etc.	☐ Can include pieces on anxiety, depression, OCD, etc.	☐ Can include industry news. Topics can be eating disorders or other mental health issues associated with EDs	☐ Can include inspiration, hope, motivation, recovery/ED-related

Content Strategy

Know Our Voice

- Everything we say in our posts should 'sound" like our brand and reflect image we want to portray

Pattern of Frequency

- Ensure content is relevant to where our audience is in their lives
- Creating content calendar that sets out what we say and when will allow us to plan when audience is most likely to listen

Understand Our Audience's Behavior

- Why would our audience 'follow' or 'like' us? What kind of person is going to click the 'donate' button, add a comment, or share our content with their friends?
- Talk TO our audience, not AT them
- Ask questions, invite feedback, tell a story, but make it a conversation
- ALWAYS use high-quality imagery, as this will appeal to audience's emotion more than words

Solve Our Audience's Problem

- Make useful information easily accessible to build relationship and trust
- This will lead to audience retention

Be True

- Best way to engage is to be human. People who trumpet their achievements in public never get respect
- Good content isn't superficial

Profile Mission Statements

Facebook

We will use Facebook as the main channel of brand communication and to advertise to target/specific audience in order to help increase donations

Instagram

We will use Instagram to promote and share our organizational culture, to help with recruitment, and to inspire followers with daily words of encouragement

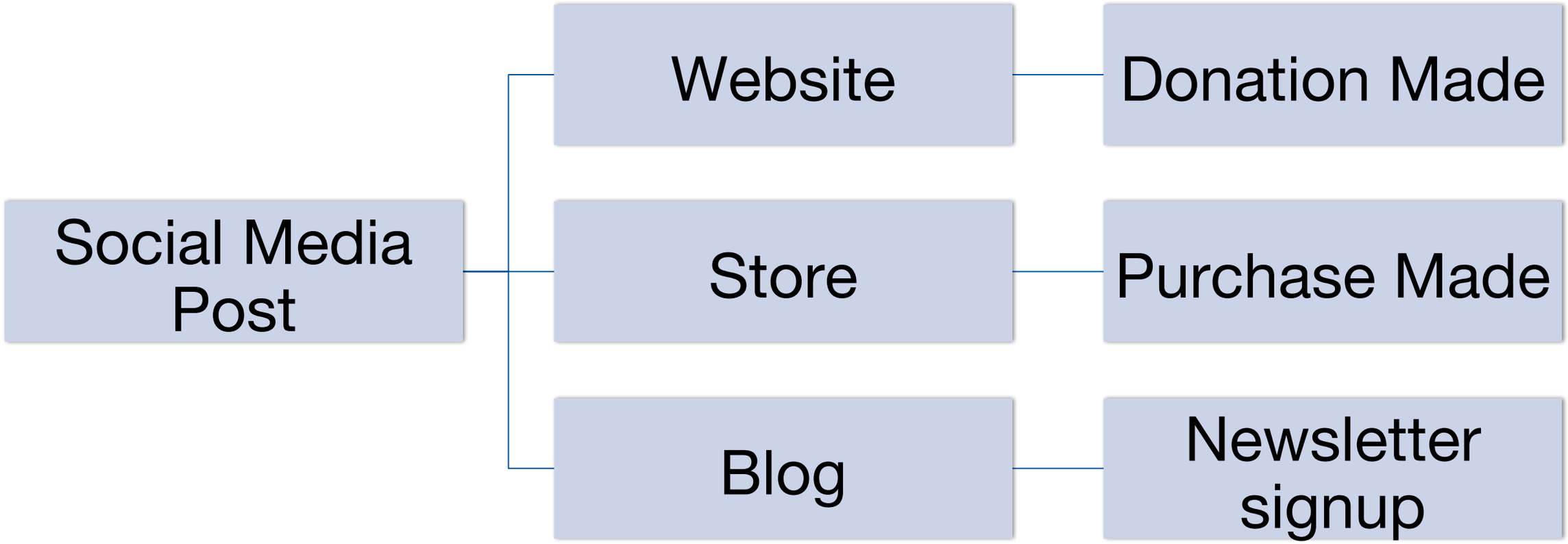
Twitter

We will use Twitter to communicate with current and prospective donors, partners, and ambassadors

Page Framework: Posting

No triggering images or content.	This includes images graphic in the depiction of an eating disorder, “Before & After” images, as well as images that glorify thinness. (We acknowledge there is some gray area here, but we encourage you to always err on the side of caution when deciding what content is appropriate.)
Do not react to negative comments	If there is a negative or abusive comment, do not engage in it. Contact Brian@theprojectheal.org to see if it should be deleted or addressed.
Keep it positive.	We want our social channels to be a place of hope, including to those who manage them. Please let Brian know if you are struggling or triggered and we will get you the resources you need - refrain from negative talk with our audience or anything that could come between them and recovery.
We are not medical experts.	Content posted on our social media channels should not be considered medical advice and should not replace a consultation with a health care professional.
If in doubt, reach out.	Contact brian@theprojectheal.org for questions regarding content you’d like to share but feel it might fall into one of the areas above, as well as general questions/comments.
Promote Project HEAL first and foremost	At this time, we do not promote or endorse any type of campaigns to raise money/solicit donations for eating disorder treatment and the like. This includes requests from individuals or other organizations, aside from our treatment center partners

Don’t keep your entire social media presence on social channels. Direct people to the Project HEAL website.



Support Resources

Project HEAL cannot give out medical or mental health advice.

Project HEAL is a scholarship and support agency. We cannot provide medical advice. If you are contacted by someone who needs medical advice, or a second opinion, you may refer them to the following resources for support:

Information on our scholarship program as well as resources to other assistance programs
Project HEAL's website for the scholarship application as well as additional resources on eating disorders and other organizations that offer support (http://theprojectheal.org/e-d-ucateyourself/external-resources/)

Eating Disorder Help and Support:

NEDA Page
http://www.nationaleatingdisorders.org/find-help-support

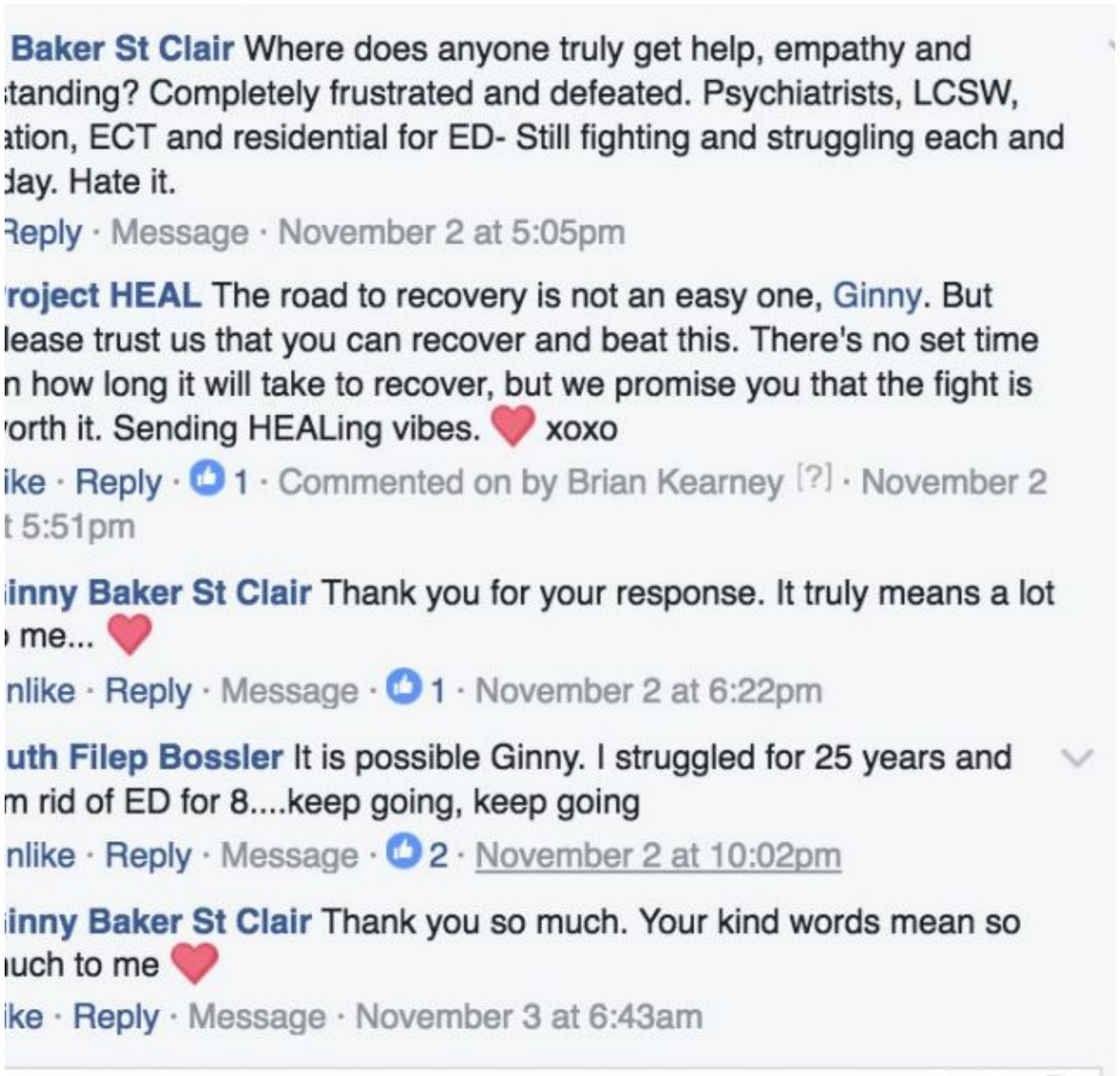
NEDA Hotline:
1-800-931-2237
For crisis situations, text "NEDA" to 741741 to be connected with a trained volunteer at Crisis Text Line

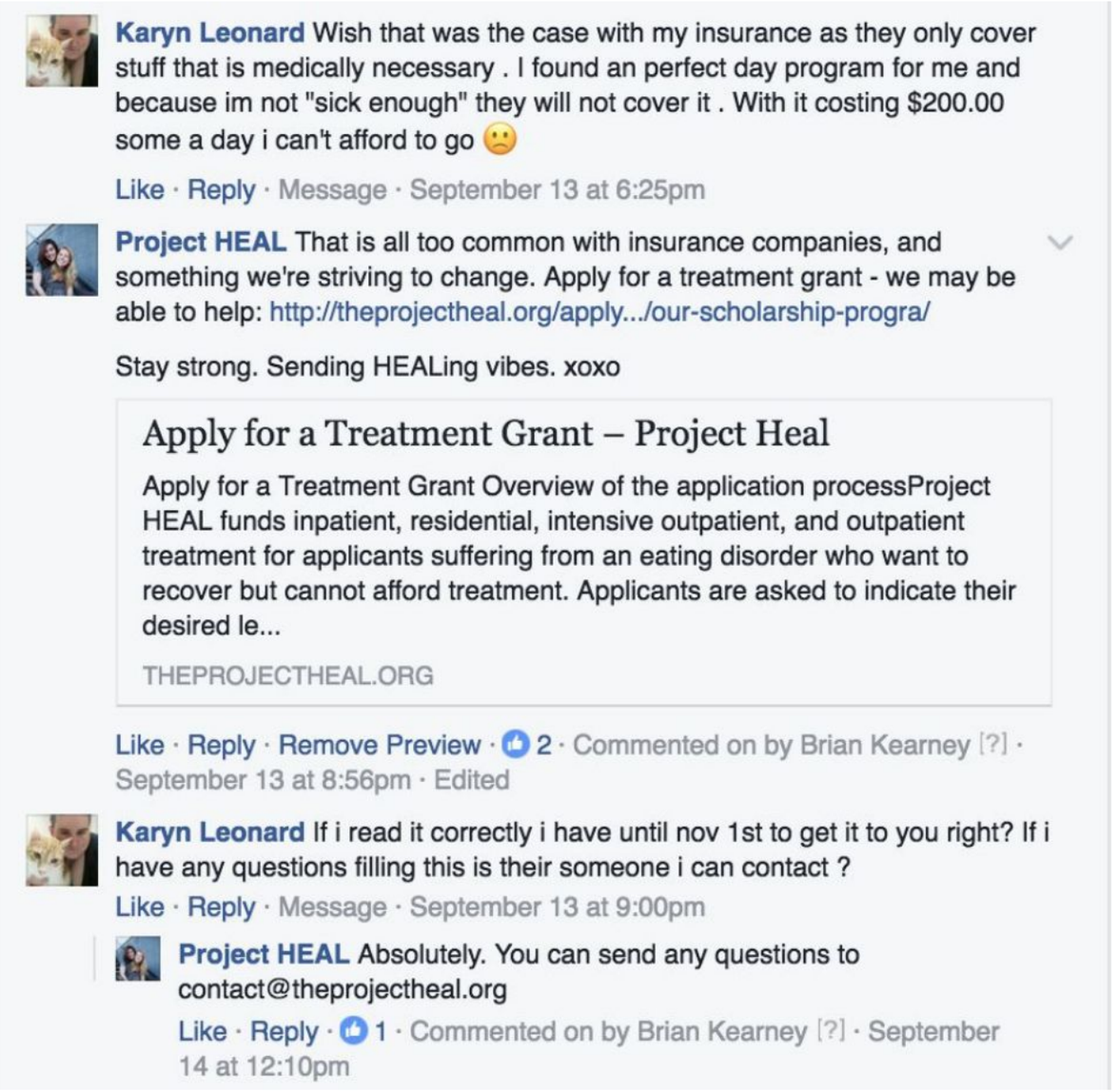
Suicide Prevention Line:
1-800-273-8255. Trained crisis workers are available to talk 24 hours a day, 7 days a week.

Requests for Help/Advice

1. Provide short response that aligns with Project HEAL's brand voice

2. Refer to appropriate resource if possible





Political Content

Project HEAL is committed to fostering an open and civil exchange of a diverse array of ideas, opinions, and viewpoints. We understand that volunteers may hold strong political convictions concerning elections and politics and may have questions about what is permitted and prohibited behavior when acting as a Project HEAL representative.

In return for its favored tax-status, a charitable nonprofit promises the federal government that it will not engage in “political campaign activity” and if it does, IRS regulations mandate that the charitable nonprofit will lose its tax-exempt status. This prohibition against political campaign activity (defined as “supporting or opposing a candidate for public office”) is SEPARATE from lobbying or legislative activities, which charitable nonprofits ARE permitted to engage in, although knowing the rules is important.

Guidelines for tagging, sharing, retweeting:

Do not use Project HEAL accounts to tag, re-tweet, share posts, or engage with political campaigns or partisan organizations that have endorsed candidates.

Content posted by other users to our social media platforms:
Please delete any partisan content posted by users, if possible.

Personal Social Media Accounts:
Individuals have a right to express preferences for or against candidates. This applies to their personal social media accounts. The exception would be if that account is primarily used by the individual or others as a communication vehicle for the nonprofit.

Thank You