

Communications and Social Media Standards Policy

COMMUNICATIONS AND SOCIAL MEDIA STANDARDS POLICY

Member:	• all board members/trustees, board committee members • all association employees, secondees, interns and volunteers; and • all consultants/contractors/suppliers (including internal consultants with an association email address) • all association partners
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1. Introduction

This policy outlines the standards for all communications and social media activities conducted by the CCFSa, including its staff, members, and volunteers. It aims to ensure that all communications are consistent with the CCFSa's mission, values, and strategic objectives.

2. Mission and Values

The CCFSa is dedicated to addressing the intersection of climate change and food security through research, advocacy, and community engagement. Our core values include:

- **Sustainability:** Promoting environmentally sound practices and long-term solutions.
- **Equity:** Ensuring fair access to food and resources for all.
- **Collaboration:** Working together with diverse stakeholders to achieve common goals.
- **Transparency:** Maintaining open and honest communication with our audience.
- **Scientific Integrity:** Basing our work on credible research and evidence.

3. Communication Objectives

- **Raise awareness:** Educate the public about the links between climate change and food security.
- **Promote action:** Encourage individuals, communities, and policymakers to take action.
- **Build community:** Foster a sense of shared purpose and collective action among our members and supporters.
- **Enhance credibility:** Establish the CCFSa as a trusted source of information and expertise.

4. Social Media Standards

4.1 General Guidelines

- **Content:** All social media content should be relevant to the CCFSa's mission and values.
- **Tone:** Maintain a professional, respectful, and inclusive tone in all communications.
- **Accuracy:** Ensure that all information shared is accurate, credible, and up-to-date.
- **Transparency:** Clearly identify yourself as a representative of the CCFSa when posting on social media.
- **Confidentiality:** Respect the privacy of individuals and organizations.
- **Copyright:** Adhere to copyright laws and give proper attribution for any content used.
- **Legal Compliance:** Comply with all applicable laws and regulations.

4.2 Specific Platforms

- **[Platform 1, e.g., Twitter]:** [Specific guidelines for this platform, e.g., character limits, hashtags, retweeting policy]
- **[Platform 2, e.g., Facebook]:** [Specific guidelines for this platform, e.g., group management, event promotion, responding to comments]
- **[Platform 3, e.g., Instagram]:** [Specific guidelines for this platform, e.g., image quality, storytelling, use of hashtags]

4.3 Crisis Communication

In the event of a crisis or negative publicity, the following steps should be taken:

- **Assess the situation:** Gather all relevant information and determine the scope of the issue.
- **Develop a response:** Craft a clear and concise message that addresses the concerns raised.

- **Communicate promptly:** Respond to inquiries and comments in a timely manner.
- **Monitor the situation:** Track the online conversation and adjust the response as needed.

5. Website and Other Communications

- **Website:** The CCFSA website should be regularly updated with accurate and relevant information.
- **Email:** Use email for targeted communication with members, supporters, and stakeholders.
- **Press releases:** Issue press releases to announce major events, publications, or initiatives.
- **Media relations:** Develop relationships with journalists and media outlets to increase visibility.

6. Monitoring and Evaluation

The CCFSA will regularly monitor its communication and social media activities to assess their effectiveness and ensure compliance with this policy.

7. Responsibilities

- **Management Board:** Responsible for managing the CCFSA's social media accounts and ensuring adherence to this policy.
- **All Staff, Members, and Volunteers:** Responsible for following this policy when representing the CCFSA online or offline.

8. Policy Review

This policy will be reviewed and updated periodically to reflect changes in technology, best practices, and the CCFSA's evolving needs.

9. Disclaimer

The views and opinions expressed by individuals on social media do not necessarily reflect the official position of the CCFSA.