

## Social Media Ambassadors Do's and Don'ts

As ambassadors we would like you to use social media to promote the This Girl Can Essex campaign. Please use social media to advertise your sports/activity clubs, sports that you are involved in, opportunities or activities that people can get involved in within your local area, sport or community. We would also like to hear and shout about your sporting achievements or link to any blogs you write about being an ambassador.

Below are some Do's and Don'ts to help you with social media

### Do's

- If you see any inappropriate comments or posts, please let us know so we can have a look and deal the issue.
- Active Essex also has an Instagram account so please follow us; tag us in, use the hashtag. If you would like a photo shared on our account please email the content below with details.

### Twitter Specific

- When tweeting please use #ThisGirlCanEssex and tag in @ActiveEssex
- Include appropriate photos and videos (anything deemed inappropriate will be removed) Photos and Videos can be of you getting active (please make sure you have permission if other people are in the video/photo before sharing on social media).
- Retweet any posts by Active Essex about the campaign

### Facebook Specific

- Level 1 share and post relevant posts from personal account to try and encourage friends and family to be more active
- Level 2 & 3 ambassadors will also be given Admin rights to the This Girl Can Essex Page to post information on page
- Share relevant posts to the campaign page or on your personal account
- Please invite your friends, family, and contacts to like the page.
- Please respond to public comments and have conversations on the page

### Don'ts

- Do not use Active Essex accounts, pages or hashtags to gain any commercial endorsements
- Do not use any profanities or abusive language in posts
- Do not engage in political conversations/arguments
- Do not post any negative comments/posts about partners, organisations
- Do not use or link Active Essex or campaign platforms/post to voice personal opinions on other organisation or current issues

If you have any questions about what to post, content of a post or what something posted on your behalf please email Anna-Maria – [Anna-Maria.Lewry@activessex.org](mailto:Anna-Maria.Lewry@activessex.org)