

Guidance for Facebook Support Group Volunteer Moderators

Purpose of the Facebook group

Lymphoma Action's closed Facebook group has been created to provide emotional and practical support to anyone affected by lymphoma. It provides a place to share thoughts, feelings, experiences and non-medical questions.

The Facebook group should be a safe environment where individuals can share their story and talk about the issues that matter to them. It aims to be supportive and uplifting, whilst recognising people may be going through a difficult time.

Group moderation and support

The Facebook group has at least one Lymphoma Action staff member as the main group administrator. The staff admin is supported by volunteers who assist in moderating the group. The names of group moderators, with their permission, will be listed in the 'About' section of the Facebook group.

The group admin will be your staff contact, who is here to support you throughout your volunteering.

The role of the moderator

Your primary role as a volunteer moderator is to make sure that the group is a welcoming and safe environment for members to talk freely and openly about the things that matter most to them.

As outlined in the [role description](#), there are a number of tasks involved:

1. Approve members to join the group

When you log into Facebook, you'll receive a notification to say that someone has requested to join the group. You may also get an email notification if you have set this up in your 'settings'.

Anyone who wishes to join the group will need to answer a few simple questions, so you'll need to review their answers before approving them. If you are unsure whether someone should be accepted, please speak with your staff contact.

Examples of where we wouldn't approve someone include if it's clear they are an organisation or business; if they are not a UK resident or they are not affected by lymphoma.

2. Follow discussion threads and check that messages comply with the group rules (do's and don'ts)

You'll receive notifications about group activity, for example new comments. These notifications are helpful for when you are spending some time moderating the group as you'll see what activity has taken place since you last visited.

As you scroll through the posts and comments, keep an eye out for any content that does not follow the group rules. Always refer any concerns or issues to your staff contact.

You are welcome to get involved in conversations, and from time to time will be asked to initiate discussions. This could include sharing information about support group meetings, and other events run by Lymphoma Action, as well as news stories related to the group.

3. Manage and remove content if posts and comments breach the group rules

Where there has been a breach of the group rules:

- Get in touch with your staff contact immediately by phone or email – if they are unavailable you will have a named contact.
- Where the post may cause distress or harm to others:
 - Copy the post onto a Word document and note the name of the individual that posted – please send this to your staff contact by email.
 - Remove the post - your staff contact (or named contact) will message the group member to explain why it has been removed, and that any further rule breaking will result in the member being blocked from the group.

This isn't a decision that is taken lightly and if you are unsure of how to proceed, communicate with your staff contact as soon as possible.

4. Communicate with other volunteer moderators to manage posts and comments

It's important to stay in touch with other moderators, as well as your staff contact, to make sure that there is no duplication of content, messages or removing posts.

We encourage you to regularly check-in with each other, particularly if you have referred something to your staff contact. This means that everyone is aware of what actions have been taken. Your staff contact will talk with you about the best method of communication, such as a WhatsApp group.

5. Follow Lymphoma Action's social media guidelines for volunteers

Lymphoma Action encourages the responsible use of social networks and as a Lymphoma Action volunteer we ask you to follow the guidelines in our '[social media guidance for volunteers](#)' included in this guide.

Safeguarding

Any content which raises a safeguarding concern must be reported straight away to your staff contact, in line with the reporting procedures in Lymphoma Action's Safeguarding Policy. All reports will be taken seriously and your staff contact is here to support you should you report any disclosure or concern.

The charity's safeguarding policy and reporting procedure overrides all other policies and procedures, including confidentiality and data protection, in almost every circumstance.

Confidentiality and data protection

You must respect confidentiality and follow data protection requirements, in line with Lymphoma Action's policy. This covers information about our service users, supporters, staff or volunteers and also includes protecting details of the charity and its projects that you may be aware of through your volunteering activity.

Your wellbeing

Your own wellbeing should be a top priority while volunteering. Please be mindful of your own feelings, particularly if sensitive and emotional topics arise when you're moderating the group.

We're here to support you, including getting in touch when you need to talk about situations you're finding difficult, or discussing the need to take a time out from volunteering if you are going through a period of being unwell.

Our Helpline Services can be contacted on Freephone 0808 808 5555 from 10am to 3pm, Monday to Friday, or via Live Chat through our [website](#).

Contact outside the group and private messaging

Lymphoma Action cannot take responsibility for private contact and / or messaging that may occur between members of the group. Lymphoma Action is unable to verify member's identity, contact details or any information they provide, and therefore advise group members to exercise caution if they choose to do so, which is outlined in the group rules.

As a moderator, you must not facilitate or offer to provide direct support to someone you've connected with through our social media channels. This falls outside the remit of all volunteering activities.

Group rules (do's & don'ts)

Group rules are stored in the 'About' section of the Facebook group, which are available for group members to view at all times. They will also be posted in the group by the group admin every 6 months, as a reminder.

Whilst discussion is encouraged, it's important that everyone feels respected and able to join in. Therefore, we ask all group members to be mindful of the following:

- **Please be polite and respectful.** Respect the views of other group members and what matters to them even when their views differ to yours. Be mindful of the impact that your own messages may have on the group.
- **Maintain confidentiality** if you recognise one of the members as a Buddy, Support Group Organiser or volunteer, or someone you have buddied or met at a support group.
- **Give no medical advice.** Posts should not be considered medical advice. Please do not post advice or medical opinion - no posts should be considered medical advice.
- **We will not tolerate** bullying of any kind. Any discriminatory, abusive, suggestive, offensive, oppressive, intimidating or threatening language, or any profanity, will be removed.
- **Promotions or spam** including advertising, sales, fundraising for other organisations or about other groups will be removed.
- **Removal of content / members.** Lymphoma Action reserves the right to remove any posts / messages that are considered inappropriate for the group / nature of the group, and to block any persistent rule-breakers from the group.
- **Respect admins the actions of the admins.** Lymphoma Action will promote events and initiate discussion. They will, however, take a light-touch approach to monitoring the group
- **Changes to group** Lymphoma Action reserves the right to withdraw the group if it is found to not be serving the purpose for which it was set up, or to change the terms and conditions on the group as required.
- **Research Surveys** must be approved by Lymphoma Action. Any research surveys without approval will be removed. Contact admin for approval.

Please note Lymphoma Action's general forum and social media terms of use also apply to this group: <https://lymphoma-action.org.uk/about-us-how-we-work/forums-social-media-terms-use>

Further information and support

For any further questions, ideas or concerns please get in touch with your staff contact.

Social media guidance for volunteers

Lymphoma Action has a good presence across different social media networks including Facebook, Twitter and Instagram. We use social media to raise awareness, share information, promote our activities, fundraise and to reach different communities. Importantly, we continue to build a supportive online community to connect people affected by lymphoma across the UK.

Even though your volunteer role may not directly involve using social media, you may wish to share your experience of volunteering; talk about your activities or the work of the charity on your own accounts, or through our channels, which we're very grateful for.

Lymphoma Action encourages the responsible use of social networks and as a Lymphoma Action volunteer we ask you to follow the guidelines below:

- Social media is never private and your posts or comments could be made public. You are responsible for the privacy settings of your social media accounts and any networks you use. You may wish to limit who can see your information.
- You are personally responsible for what you communicate on social media. Please be mindful what you post. This applies to the use of social media both for volunteering and personal purposes. Remember that as a Lymphoma Action volunteer, you are a representative of the charity helping us to maintain a positive reputation.
- Always make it clear that what you post is your own opinion. You could add a simple statement on your profile bio, as well as adding that you volunteer for Lymphoma Action. For example, Volunteer with @Lymphoma Action, all views are my own.
- Please do not use the Lymphoma Action logo for your profile picture or cover photo as this may confuse people searching for our main social media pages. However, you can use the logo as an image or part of images you post, on your personal pages to help raise awareness.
- Please do not use the charity's name as part of your profile name or set up an account that represents Lymphoma Action.
- You must respect confidentiality and follow data protection requirements at all times, in line with Lymphoma Action's policy. This covers information about our service users, supporters, staff or volunteers, and also includes protecting details of the charity and its projects that you may be aware of through your volunteering activity. Your staff contact can advise on the details of these issues. If in doubt, don't post it.
- Any content which raises a safeguarding concern must be reported to your staff contact, in line with the reporting procedures in Lymphoma Action's Safeguarding Policy.
- Volunteers must not facilitate or offer to provide direct support to someone you've connected with through our social media channels. This falls outside the remit of all volunteering activities.
- If you have a non-social media focussed volunteering role, the volunteering tasks and activities you undertake for your role (outlined in the role description, induction, training and guidance), do not apply when using social media. For example, even though you may be a trained Lymphoma Action Buddy, you must not offer the type of information and support to social media users that you would to one of your Buddy links.

How you can engage with Lymphoma Action's social media channels

Did you know that the more likes and comments our posts receive, the more likely people will continue to see our messages?

'Like' or 'follow' our social media pages to stay up-to-date with our posts on your news feed. You can proactively visit the pages to see what we've been posting about too.



Lymphoma Action



@LymphomaAction



lymphoma action

We encourage you to like and comment on our posts, and share our content directly on your own timeline to help us reach a wider audience. You may also wish to create your own posts about our work, your volunteering or your experience of lymphoma. Don't forget to tag us in these!

Lymphoma Action Facebook Support Group UK

Request to join our closed group, which provides emotional and practical peer support for anyone affected by lymphoma and connects them with others who understand. The group aims to be supportive and uplifting, whilst recognising people may be going through a difficult time.

You may like to contribute to the conversations by sharing your own experiences, if you're happy to do so. This will help to keep the discussions flowing on a variety of topics and information.

Social media top tips

- Use hashtags to contribute to conversations around specific topics. Here are some examples:

#LymphomaMatters #Volunteer #Volunteering #MondayMotivation #CharityTuesday
#WednesdayWisdom #WellnessWednesday #ThursdayThoughts #ThrowbackThursday
#FridayFact #FeelgoodFriday #SundayRead

- Include a link to our website to signpost your followers to more information:
lymphoma-action.org.uk.
- Images are a powerful social media engagement tool so using high quality images to highlight your message is always helpful. We recommend taking photos in natural light and smiling in the photos.