

## Social media guidance

Lymphoma Action has a good presence across different social media networks including Facebook, X, Instagram, Threads, YouTube and LinkedIn. 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.

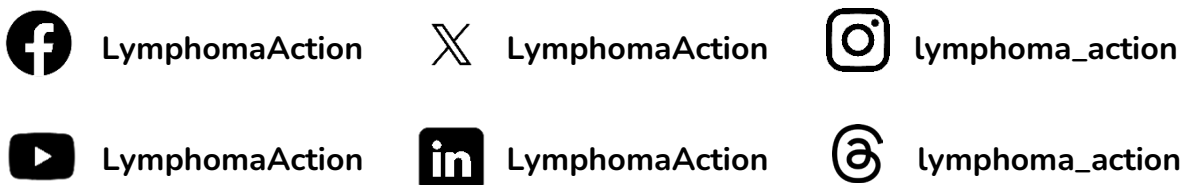
Even though your volunteer role may not directly involve using social media, you may wish to share your experience of volunteering; talk about your activities or the work of the charity on your own accounts, or through our channels, which we're very grateful for.

This document sets out what we expect from you as our volunteers when using social media and outlines how you can engage with our channels, as well as the important information to be aware of and follow when talking about us on social media.

### How you can engage with our 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?**

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. Click on the links below:



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!

### Lymphoma Action Facebook Support Group UK

Request to join our [closed Facebook 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. This will help to keep the discussions flowing on a variety of topics and information.

## Responsible use of social media

Lymphoma Action encourages the responsible use of social networks, and we have general rules that we ask you to follow when using social media:

- 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, in relation to Lymphoma Action. **Remember that as a Lymphoma Action volunteer, you are a representative of the charity helping us to maintain a positive reputation.**
- We're happy for you to share that you're a volunteer with us on LinkedIn or in your social media profile or bio. However, make sure it's clear that what you post is your own opinion. 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 policies](#). This covers information about our service users, supporters, staff or volunteers, and also includes protecting details of the charity, such as unpublished details about our work, details of current or future 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 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, although 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.

## 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](https://lymphoma-action.org.uk)
- Images are a powerful social media engagement tool so using photos to highlight your message is always helpful.

## How to take top quality photos

- Clean the lens on your phone or camera
- Take the photo when there is good natural light
- Allow plenty of space around the subject matter, so that the photo can be cropped to any size
- Experiment with different angles and perspectives
- If you're in front of the camera, don't worry about 'posing' formally – relax, chat, and enjoy it!