

# Twins trust.

**We support  
twins, triplets  
and more...**

## **Twins Trust social media policy**

Twins Trust social media channels aim to be a supportive, nurturing and informative forums for everybody involved with the care of multiples. We actively encourage supporters to get involved and interact with us on our social media channels.

We have developed this policy to explain how we use social media and online groups, to provide details of our posting guidelines and moderation policy for online content.

### **How Twins Trust uses social media**

We use our social media channels and groups to communicate with the people we support and the general public. They are also there to offer individuals involved in the care of multiples the opportunity to share experiences, ask questions and receive mutual support.

Twins Trust posts aim to provide information to our supporters and direct them to Twins Trust resources that may prove valuable. We also share personal stories and experiences to help other families. These messages are not a substitute for professional medical advice. You must consult your local healthcare professional if you have any health concerns.

Where relevant, we will provide a link to informational materials. All information that we link to will either be on our website [www.twinstrust.org](http://www.twinstrust.org) or a reliable third party site that we have verified. We cannot accept any responsibility for information taken from third party sites.

We accept no responsibility for social media websites being unavailable.

### **Posting Guidelines**

Users are responsible for what they write and are able to post messages, ask questions, read and share stories and receive encouragement from others in similar situations.

Please be aware that our pages are public, so be careful not to disclose personal or sensitive information. We have a selection of specialist closed Facebook groups if you need a place to talk about things in confidence. You can request to join one of our closed Facebook groups. While we take every care to keep these groups private, we are unable to moderate user's individual actions. These groups are monitored by Twins Trust. We ask all members to read any guidelines for these groups before posting and be mindful of others in the group. Twins Trust reserves the right to refuse requests or remove individuals from groups. This is at the discretion of the support team. Where possible, the individual will be notified.

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Do not post messages or comments on pages or groups that:

- Contain negative comments on the basis of race, religion, gender, sexuality or any other personal characteristic
- Are disrespectful, malicious or offensive
- Includes swearing or obscenities
- Are illegal – including breaking copyright rules
- Could be considered spam
- Contains personal contact details

Please be sensitive to the feelings and opinions of others and do not judge others or their way of doing things.

## **Post Content**

- You are personally responsible for the content you publish on social media. Be mindful that what you publish will be public for many years.
- When posting, please ensure information published is accurate to the best of your knowledge. If you discover you have made a mistake, please alter or repost accordingly
- Photos entered into picture related competitions on our social media site will only be used as stated unless the user has given permission for further use.
- Our social media is a nurturing, balanced and informative forum. Please think carefully before posting opinions that insult people's life or birth choices. For example, do not advocate for breastfeeding over bottle feeding

## **Moderation Policy**

We do not currently pre-moderate user-generated content before it goes 'live' however, all the channels and communities are monitored regularly. We will remove comments or posts that we feel do not meet our posting guidelines.

Twins Trust holds the right to ban users who we feel do not follow the posting guidelines. Where possible, we will explain why we banned you or why your contribution was removed.

Sadly, we cannot promise to respond to all comments and messages.

## **Social Media Pages**

- Twins Trust may post on other social media pages or groups, but these have their own policies and posting guidelines.
- Twins Trust may comment, like or share other pages or individuals. We may also follow or like other pages and people – this does not imply endorsement of any kind.



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### **External Requests**

#### **Multiples Clubs**

Twins Trust loves highlighting the great work that clubs do to support families. We're happy to share posts from clubs that are registered with us but we do receive a high volume of requests therefore we're not able to publish everything that is sent.

Sharing of events or other requests is at the discretion of the communications team.

#### **Surveys and Research**

If Twins Trust is requested by a third party to share an external survey or research, we will first need to check the details are in line with the charity's values and goals and see confirmation of ethics approval. Twins Trust may choose to publish or not publish these requests at our discretion. We may choose not to publish if it conflicts or draws attention away from our campaigns. If we share a survey or research post it must be clear it comes from a third-party and clearly states how the results will be used.

#### **Media Requests**

Twins Trust may choose to publish or not publish media requests at our discretion. We may choose not to publish a request if it could be offensive to some members, if it's not in line with Twins Trust values, or if it's unrealistic.

There are two types of media requests:

1. Requests from members of the press, which Twins Trust will put out on social media free of charge in order to gain coverage and build media relations
2. Requests from casting agents, movies or TV programmes, where Twins Trust charges a Family Finder fee

In the case of family finder requests, payment should be made before a post can be scheduled unless previously agreed otherwise. All requests should be agreed and sent at least 48 hours in advance of a post on Twins Trust social media.

#### **Commercial Requests**

Twins Trust will not post, tweet or in any way advertise external products or services on social media, unless they are from a Twins Trust discounter, sponsor or partner. Twins Trust holds the right to remove posts on our page from commercial pages that are not part of the discount scheme.

#### **Other Charities and Appeals**

Twins Trust will not advertise events that aim to raise money for other charities, unless it is a joint fundraising event between Twins Trust and another charity/other charities. We will not post about



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external appeals which raise money for individuals or individual families (for example, through GoFundMe or JustGiving). We will not advertise appeals that are not UK based.

In exceptional circumstances, we may agree to post an appeal. This is at the discretion of the fundraising team.

### **Blogs**

Due to the high volume of articles and blogs we are sent, our policy is to only share ones that are officially published. We welcome entries to be sent for use on our own blog. All blogs shared on our website will be in line with Twins Trust values and cause.

The sharing of blogs, other than our own, is at the discretion of the communications team.

### **Website Linking**

We will not link to sites that:

- Are judgmental towards any individuals or groups
- Sites that contain illegal, offensive or misleading information
- Sites promoting unproven advice, therapies or products
- Sites that have unethical values

### **Photos and Videos**

It's important that we are careful and responsible about how we use photos and videos on social media because of child protection and privacy issues. Twins Trust has a **photo and video policy** which outline this use.

### **Copyright**

Please do not post anything you don't have the right to publish. This also includes copying the Twins Trust logo without permission.

We reserve the right to modify or alter our policy and guidelines at any time.