**CHESTER GREAT OUTDOORS CLUB SOCIAL MEDIA GUIDELINES & INSTRUCTIONS**

**Introduction**
The Club has a [Facebook](#) page, [Twitter](#) and [Instagram](#) accounts (Social Media), all of which allow current Club members to chat about Club events and share photos and stories, and also acts as a window into the Club for prospective members to find out a bit more about us.

Social Media accounts/pages are not intended to replace the club website or club emails (Club events remain as advertised on the Club website), but are a great opportunity to interact with Club members and share some fun, so why not drop by and have a look!
Below are some guidelines and information for users.

**Please do:**
• Share photos from events or chat about how much fun you had on your last walk/climb/bike ride with the Club.

• Chat about which upcoming events you are going to, find out who else is going along to an event, or encourage members to join you on an event.

• Share (where appropriate) information on outdoors activities that may be of interest to Club members.

• Remember that Social Media will increasingly become the mechanism by which potential members find out about the club – please aim to keep all your posts friendly and an advertisement for our great club!

**Please don't:**
• Post anyone's email addresses, phone numbers or addresses.

• Tag people in photos, tweets or posts.

• Post precise details of where and when Club meets are occurring. It is imperative that all prospective members continue to approach the Club and obtain details on introductory events via the website and by contacting the membership secretary.

• Bypass the usual 'event emails' if you are organising an event – not everyone in the club uses Social Media

• Use the group to organise impromptu events (well, maybe an evening in the pub if there's nothing else on the calendar!). The membership secretary works hard to maintain a fun- filled calendar and we don't want Social Media to undermine their hard work.

• Post things that are not relevant to either the club, its members or general outdoor activities.

**Security and Etiquette**
• The accounts are 'public'. This means that anyone can see them. Only group members can write posts or add photos on Facebook. On Twitter and Instagram only those that are "followed" can tag club into their posts/photos.

• We have elected to have a 'no tagging of individuals' rule on photos on the Club accounts. **<u>Please respect this.</u>**

• Non-members browsing Social Media will be able to see a list of who is a member of the Facebook group, plus view any posts or photos on the page. <u>They will not be able to contribute</u>.

• Anyone wanting to join the Facebook group will have to be approved by of one of the group's "admins". If a non-member asks to join the Facebook group, one of the moderators will point them towards the Club website and email address.

•       We hope that the Social Media accounts will run themself and will require little input from the group's moderators.  However, if any inappropriate posts are made, or any photos are tagged, they will be removed.

Twitter and Instagram can be followed by anyone, there is little need to moderate the accounts to approve "followers" who are <u>not</u> able to post on the accounts directly. If any messages are received from potential members about joining the club, one of the moderators will point them towards the Club website and email address.

**Moderators**
Please see the Facebook Group Members' list for the Club members currently listed as "admin".
Twitter and Instagram accounts are moderated by members with log in details (Committee members).

**Instructions**
See Annex A

May 2022

**Facebook** – this is instruction how to add photos to Chester Great Outdoors account (you need to be accepted member on CGOC FB account to be able to post photos). **Never tag any members of the club by name to photos shared on the club account.**

## Photos

## Add Photos

How do I share photos on Facebook?                                    ▲

To share photos on Facebook:

1. At the top of your News Feed or timeline, click 🖼 **Photo/Video**.

2. Select the photos you want to share.

3. If you want, you can:

   - Click 🖼 to add more photos.

   - Click 📍 to add a location.

   - Click ••• then click 😊 **Feeling/Activity** to share what you're feeling or doing.

   - Hover over your photo and click **Add Photos/Videos** or ✏ **Edit All** to edit your photos.

4. Select your audience, then click **Post**.

Learn more about adding photos to an album or sharing photos to your story.

**Instagram** – this is instruction how to tag Chester Great Outdoors account to photos you might be sharing on your personal Instagram. **Never tag any members of the club by name to photos shared on the club account.**

## How do I tag people in my photo or video on Instagram?

🔗 **Copy link**

There are two ways to tag people in a photo or video you share on Instagram. Keep in mind that you can't tag people in someone else's photo or video.

### Tagging people before sharing a photo or video

To tag someone before sharing a photo or video:

**Instagram app for Android and iPhone** ▲

1. After you've selected a photo or video to share, tap → (Android) or **Next** (iPhone).
2. Tap **Tag People**, then tap someone in the photo.
3. Enter their name or username, then tap their name from the menu.
4. Tap ✓ (Android) or **Done** (iPhone) in the top right.

### Tagging people after sharing a photo or video

To tag someone in a photo or video you've already shared:

**Instagram app for Android and iPhone** ▲

1. Tap 👤 or your profile picture in the bottom right to go to your profile.
2. Go to the photo or video, then tap ⋮ (Android) or ⋯ (iPhone) in the top right.
3. Tap **Edit**.
4. Tap **Tag People**, then tap on someone in the photo.
5. Enter their name or username, then tap on their name from the menu.
6. Tap ✓ (Android) or **Done** (iPhone) in the top right, then tap ✓ or **Done** again to confirm.

**Twitter** – this is instruction how to tag or mention Chester Great Outdoors account to photos/tweets you might be sharing on your personal Twitter. **Never tag any members of the club by name to photos shared on the club account.**

### To Tag people in a photo

Tap "Tag people," then type in a full name, or a username, and then tap **Done**.
**Note:** Tags cannot be applied to animated GIFs.

### Tagging location

When you select a photo or GIF, you might see **Add location** and a list of suggested locations under the image. To tag your photo or GIF with a location, tap **Add location** to select a location from a list, or tap one of the locations suggested based on your current location or the location where you took the photo. You can also search for a location by tapping the **location marker** icon ⦿ or by tapping **Search locations**.

Note: To remove the image file you selected, click or tap the **x** on the image thumbnail (or next to the file name). To remove a tag, tap the tag and then the backspace or delete button. You can only do this before you Tweet the photo. You can't remove tags from a photo once it is Tweeted.

## How to post a mention or tag on Twitter

1. Type your message in the **Tweet compose** box.

2. Type the "@" symbol before the username(s) when addressing a particular account(s). Example: "I'm Tweeting on @Twitter!"

3. Click or tap **Tweet** to post.
   **Note:** If your Tweet is a reply, the icon to post will say **Reply**. When posted, the username in your Tweet will become a link to the account's profile page.