



# Social media policy

January 22

Document updated by:  
Helen Willingham  
Head of Content and Engagement  
[helen.willingham@ukcp.org.uk](mailto:helen.willingham@ukcp.org.uk)

## Contents

Overview.....	3
Audience.....	3
Twitter .....	3
Facebook.....	3
LinkedIn .....	3
Instagram.....	3
YouTube.....	4
Social media for events.....	4
Requests for college events promotion (external-facing).....	4
Requests for organisational member events promotion (external-facing).....	5
Requests for collaborative events promotion (external-facing).....	6
Requests for promotion from individual UKCP members and friends .....	6
Social media for content promotion .....	6
Content that we don't promote.....	7
UKCP Colleges: social media post creation .....	7
Alternatives for promotion .....	8

## Overview

UKCP uses social media channels to communicate with and engage external-facing audiences. We use social media channels to promote the work that we and our members are doing.

For clarity, external-facing events are open to both UKCP members and non-members. Non-members should include the general public and therefore engage in wider conversations about psychotherapy.

Our social media work aligns with our strategic objective of 'engaging better'.

## Audience

Our social media channels are one of the main ways that we engage with the general public and external audiences. We are able to reach a wide range of people and members with social media and we need to be aware of these audience splits across platforms.

### Twitter

Twitter is our main social media platform for promoting the work that UKCP and our members are doing. We use Twitter to share news stories, podcasts, videos, announcements and events promotion.

Retweets are often used for the promotion of member, OM and college communications with the focus on events that are open to the general public or news that would appeal to external audiences. We also retweet some of our partner organisations including BACP and BPC where joint communications have been planned.

UKCP has 12,859 followers (at 29<sup>th</sup> November 2019).

### Facebook

Facebook has a mixed audience, however it is widely used by our members and the focus is more on articles and news stories that members have contributed to.

We do use Facebook for the promotion of events but this is for UKCP organised events only.

UKCP has 3,687 followers (at 29<sup>th</sup> November 2019).

### LinkedIn

LinkedIn is our second most popular social network platform, after Twitter. Posts focus on UKCP-generated content including blogs, our podcast and events.

UKCP has 4,607 followers (at 29<sup>th</sup> November 2019)

### Instagram

Instagram has a more focused audience and we use it solely for the promotion of UKCP-generated content including blogs, our podcast and events.

UKCP has 909 followers (at 29<sup>th</sup> November 2019).

## YouTube

YouTube is used less by UKCP. We have a few videos on the platform and generally it is used to host videos that are then embedded on the UKCP website. YouTube is used solely for UKCP-generated content.

UKCP has 111 channel subscribers (at 29<sup>th</sup> November 2019).

## Social media for events

### Requests for college events promotion (external-facing)

UKCP supports the promotion of college-organised, external-facing events and will repost links on social media and where appropriate will promote in the member update email that goes out fortnightly. To be able to provide events promotion we require advance notice and all content will be provided to UKCP for the promotion of an event.

Any requests for promotion must be sent to [communications@ukcp.org.uk](mailto:communications@ukcp.org.uk) and should include the following:

- Venue
- Date of event
- Event heading
- Proposed copy (50 words max)
- Link to full details/tickets
- List of speakers
- Social media account handles
  - Twitter:
  - Facebook:

UKCP offers three levels of event promotion.

#### **Level one – email and social promotion**

Requests for level one promotion must be received eight weeks in advance of the first promotion date.

We will then work with the current schedule to allocate two member bulletin promotion slots for the event. The member email promotion slot will consist of a brief explanation of the event as provided by you.

- 2x member update email promotion spots, one on launch of ticket sales and one
- 3x reposts of event updates on social media
  - Social media can include Twitter and/or Facebook

#### **Level two – retweets and member update email**

Requests for level two promotion must be received four weeks in advance of the first promotion date.

If the communications team do not receive four weeks' notice with full event details then we will do our best to accommodate requests, however we cannot guarantee the promotion of events due to our scheduled workload. All content must be supplied by the college/OM.

- 1x member update email promotion spot, one email one to two weeks before the event (dependent on the scheduled member update emails)
- 2x reposts of event details on social media, one post two weeks before the event and one post the day before the event
  - Social media can include Twitter and/or Facebook

### **Level three – retweet only**

Requests for level three promotion must be received two weeks in advance of the first promotion date.

If the communications team do not receive two weeks' notice with full event details then we will do our best to accommodate requests, however we cannot guarantee the promotion of events due to our scheduled workload.

- 2x reposts of event details on social media, one post two weeks before the event and one post the day before the event
  - Social media can include Twitter and/or Facebook

### **Requests for organisational member events promotion (external-facing)**

UKCP supports the promotion of organisation member-organised, external-facing events. Requests for promotion of events that are being organised by organisational members must be received two weeks in advance of the first promotion date.

If the communications team do not receive two weeks' notice with full event details then we will do our best to accommodate requests, however we cannot guarantee the promotion of events due to our scheduled workload.

- 2x reposts of event details on social media, one post two weeks before the event and one post the day before the event
  - Social media can include Twitter and/or Facebook

Any requests for promotion must be sent to [communications@ukcp.org.uk](mailto:communications@ukcp.org.uk) and should include the following:

- Requested date(s) of promotion
- Venue
- Date of event
- Event heading
- Link to full details/tickets
- Social media account handles
  - Twitter:
  - Facebook:

## Requests for collaborative events promotion (external-facing)

Requests for promotion of events that are being organised by colleges and external partners or colleges and organisational members must be received two weeks in advance of the first promotion date.

If the communications team do not receive two weeks' notice with full event details then we will do our best to accommodate requests, however we cannot guarantee the promotion of events due to our scheduled workload.

- 2x reposts of event details on social media, one post two weeks before the event and one post the day before the event
  - Social media can include Twitter and/or Facebook

Any requests for promotion must be sent to [communications@ukcp.org.uk](mailto:communications@ukcp.org.uk) and should include the following:

- Requested date(s) of promotion
- Venue
- Date of event
- Event heading
- Link to full details/tickets
- Social media account handles
  - Twitter:
  - Facebook:

## Requests for promotion from individual UKCP members and friends

Requests for the promotion of events that are being held by UKCP members or that UKCP members are speaking at will be assessed on a case-by-case basis. In some cases we will promote events that are beneficial to our members and to engage with external audiences on psychotherapy.

We take into consideration the following factors:

- Is the event open to both members and non-members?
- Does the subject matter align to our strategic aims?
- Are there any conflicts of interest? This could include:
  - UKCP event happening on the same day
  - UKCP messaging does not align
  - UKCP have an upcoming event on the same subject matter

If the communications team are satisfied that there are no conflicts of interest and that the event appeals to an external-facing audience, then we can provide 1x repost of a member's event. Where necessary we may also include in the member bulletin events section.

## Social media for content promotion

For the purposes of this document 'content' includes blogposts, articles, videos and images that are not promoting events.

Any requests for content promotion from UKCP colleagues, the board, members or colleges must be sent to the Head of Content and Engagement and the Membership Communications Manager. They will then be requested in the comms forward planning meeting and scheduled as appropriate.

Content that will be considered for social media sharing must be external-facing and help to promote UKCP and psychotherapy to the general public as well as any interested members.

If any requests for content promotion are not seen to be in line with the UKCP messaging and guidance, then the Head of Content and Engagement should provide appropriate notice to the requestor and provide advice on why it cannot be shared.

Any requests from the media must be sent to the PR Manager.

### **Content shared on social media**

Requests for content sharing must be requested two weeks in advance of the post date.

If the communications team do not receive two weeks' notice with the relevant details then we will do our best to accommodate requests, however we cannot guarantee the sharing of content due to our scheduled workload.

Content promotion will consist of a repost with the link to the content that is to be promoted.

- 1x repost of content link on social media
  - Social media can include Twitter and/or Facebook

### **Content that we don't promote**

Through our social media channels we promote the work of our members and events that they are taking part in when they are open to the general public or address the needs of the general public. We do not promote the following on social media:

- Training courses provided by members or organisational members
- Services or products for sale
- Therapist directory resources that are not UKCP's Find a Therapist
- Events or lectures that are not open to external audiences

### **UKCP Colleges: social media post creation**

Some UKCP colleges might not have their own social media accounts. If this is the case, please send a request for your content or event promotion to [communications@ukcp.org.uk](mailto:communications@ukcp.org.uk).

Please include the following details:

- College name:
- Details of post/event (240 characters max):
- Link to content/event:
- Hashtag:

For events please include the following details for reference:

- Requested date(s) of promotion
- Venue
- Date of event
- Event heading
- Link to full details/tickets
- Social media account handles
  - Twitter:
  - Facebook:

Any requests for content promotion from UKCP colleagues, the board, members or colleges must be sent to the Head of Content and Engagement and the Membership Communications Manager. They will then be requested in the comms forward planning meeting and scheduled as appropriate.

Content that will be considered for social media sharing must be external-facing and help to promote UKCP and psychotherapy to the general public as well as any interested members.

If any requests for content promotion are not seen to be in line with the UKCP messaging and guidance, then the Head of Content and Engagement should provide appropriate notice to the requestor and provide advice on why it cannot be shared.

## Alternatives for promotion

If a college, OM or member wish to promote their product or service then there is advertising available in our New Psychotherapist magazine.

Please contact Harvey Falshaw at [harveyfalshaw@jppublishing.co.uk](mailto:harveyfalshaw@jppublishing.co.uk) or visit [our website](#) for more information.