



**Caring  
Matters  
Now**

# **SOCIAL MEDIA POLICY**

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CARING MATTERS NOW  
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UK Registered Charity No: 1120988

# **The Caring Matters Now Support Group Emergency Support Policy**

## **Our Mission**

Caring Matters Now is the only dedicated UK charity to provide information and support for those affected by Congenital Melanocytic Naevus. The charity has three main aims:

To support those affected by CMN  
To raise awareness about CMN  
To raise funds for the CMN research

Caring Matters Now holds support events across the UK to allow families to come together to share stories and experiences and for the children to bond with others that share the same condition. The charity also has developed a wide range of support material for parents of children with CMN.

Caring Matters Now also raises awareness about CMN, especially within the medical field and aims to raise £100,000 per year, which supports the CMN research at Great Ormond Street Hospital.

## **Contact Information**

### **Chairperson and Trustee**

Mrs Valerie Unsworth

### **CEO and Trustee**

Mrs Jodi Whitehouse

### **Charity Development Officer and Trustee**

Mrs Lucy Hardwidge

### **Treasurer and Trustee**

Ian Chance

### **Regional Support Contact and Trustee**

Mrs Anne McIntyre

### **Trustee Responsible for Corporate Developments**

Robert Jackson

### **Regional Support Contact and Trustee**

Bronagh Cleland

## Social Media Use

Caring Matters Now is keen to develop regular contact with all members and this can be achieved in a number of ways, including linking up with members via social media. Currently, the charity has the following social media accounts:

- ✓ Facebook Page
- ✓ Facebook Group
- ✓ Twitter Account
- ✓ Instagram Account

All the above social media accounts are in operation to:

- ✓ Provide up to date information and news regarding Caring Matters Now
- ✓ Provide a platform for members to link up together and support one another

Caring Matters Now has a social media statement, which is posted on social media sites to inform all members of the purpose of the Caring Matters Now social media accounts:

***The Caring Matters Now trustees would like to remind everyone of the primary purposes of this social media account:***

- ***to update people on all aspects of the work of Caring Matters Now***
- ***to provide mutual support to one another in a respectful manner***

***For anyone wanting to be updated on the latest research about Congenital Melanocytic Naevi and the work of our charity, please refer to [www.caringmattersnow.co.uk](http://www.caringmattersnow.co.uk)***

Caring Matters Now charity has developed a list of behaviors, which must be respected and adhered to by all those that use any of the charity's social media accounts.

**BE NICE TO PEOPLE.** It's important, and the only way this will work.

**KEEP IT CLEAN.** If you wouldn't show it to your mother, don't share it here.

**BE WISE – DON'T TAG.** We all use social media in different ways and everyone has the right to decide what is posted on their social media accounts. Be wise and don't tag others into your posts, as people may not want their social media accounts to advertise your post with their contacts.

**THIS IS FOR YOU.** Use it. Share things, learn stuff, and get to know each other.

**BE A FRIEND NOT A MEDIC.** It's important for everyone to remember that Caring Matters Now **does not** give medical advice, or recommend treatments. So when somebody says "you should do this" or "you should do that" what they're really telling you is what they would do if they were in your shoes. Nothing more. The purpose of the Facebook group is for people to share their knowledge and experiences. You should always remember that the **Caring Matters Now social media sites, in particularly, the Facebook Group is not intended to replace the counsel of your healthcare professional.**

**IT'S NOT JUST ABOUT YOU.** Posts that advertise, promote services or products or distribute unsolicited information or speak in a disrespectful manner are not allowed and will be removed. Caring Matters Now trustees reserve the right to block or ban users who do this more than once. Remember, this is for you, but that does not mean this is all about you.

In fostering a positive experience for the charity members, the Caring Matters Now trustees reserve the right to take down photos, comments and other material deemed "unproductive". This includes, but is not limited to, vulgar language, disturbing photos, angry or aggressive behavior toward others, and posting anything in violation of any intellectual property right of another. If someone persists in offensive behavior or continually violates any of the above behaviors, the Caring Matters Now trustees may block that person from further participation.