NAPA
Guidance for Activity Providers

Social Media Guide

National Activity Providers Association
The Professional Association for Activity Providers and Activity Provision

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Introduction

In the dynamic world we inhabit, where connection and communication transcend physical boundaries, social media stands as a powerful tool to share, inspire and connect.

It is my pleasure to introduce this comprehensive Social Media Guide tailored for you - dedicated individuals committed to enriching lives through engaging activities.

In the digital world of social media, where every post holds the potential to create a positive ripple effect, we recognise the need for guidance that aligns with the values and responsibilities of Activity Providers.

This guide is crafted with the intent to empower you to harness the full potential of social platforms while ensuring the dignity, privacy, and wellbeing of those in your care.

Throughout these pages, you'll discover insights into best practices, strategies for meaningful engagement and the importance of seeking permission and consent when sharing the vibrant moments you create. Our aim is to encourage a digital community that reflects the compassion and dedication you bring to your work every day.

CHIEF EXECUTIVE OFFICER NAPA

Hilary Woodhead

In the spirit of continuous improvement and shared learning, embrace this guide as a valuable resource on your social media journey. As you navigate the digital landscape, remember that each post has the potential to illuminate the extraordinary work you do and inspire others to join us in enhancing lives.

Thank you for your unwavering commitment to creating moments of joy, connection, and fulfillment. Let's enjoy this digital adventure together and continue making a positive impact - one post at a time.

Thank you to Lily Patrick - Marketing Manager at Majesticare for her kind input and insights into this guidance.

Majesticare
Luxury Care Homes

Getting Started

Define Your Objectives

Getting Started

Define your objectives for social media use – whether it's promoting events, sharing activity highlights, or building community engagement.

Understand your audience and tailor content accordingly: residents, families, team members, and the wider community.

Choose the right platforms for your purpose. Instagram & TikTok Guidance: Instagram is ideal for visual storytelling through photos, Reels, and carousels. Use consistent branding, hashtags, and captions.

TikTok allows for short, creative videos showcasing daily life and team energy. Use trending audio responsibly, add captions, and ensure all participants have given consent.
Accessibility Tip: Include subtitles, alt text, and accessible captions to ensure inclusive communication.

Identify Your Audience

Understand your target audience – individuals, families, staff and the broader community. Tailor your content to resonate with each group.

Choose Platforms Wisely

Select platforms that align with your audience. Facebook and Instagram are great for visual content, while X (Twitter) may be more suitable for real-time updates.

Create Engaging Content

Craft compelling posts with a mix of photos, videos and written content. Share stories, activity highlights and behind-the-scenes moments to demonstrate what life is like in your care setting.

Consistent Posting Schedule

Establish a consistent posting schedule to keep your audience engaged. Plan regular updates and use scheduling tools to streamline the process.

Utilise Hashtags

Employ relevant hashtags to increase the discoverability of your content. Create a unique hashtag for your care setting to encourage user-generated content.

Encourage Interaction

Encourage a sense of community by inviting comments, likes and shares. Respond promptly to comments and messages to enhance engagement.

Educate and Inform

Share educational content about the benefits of activities in care settings, wellbeing tips and relevant news. Position your care setting as a valuable resource.

Monitor Analytics

Regularly review analytics to gauge the performance of your posts. Identify popular content and adjust your social media plan accordingly for optimal engagement.

Collaborate with Partners

Collaborate with local businesses, social care professionals or other care settings for cross-promotional opportunities, broadening your reach.

Staff Training

Provide social media training for staff involved in content creation. Ensure they understand the guidelines and the importance of maintaining a positive online presence.

Find our Photography in Care Services Guide on the NAPA website.

Obtaining Permission and Consent

At NAPA, we hold the wellbeing, dignity and privacy of individuals as a priority. As we all navigate the digital age and share moments of joy, connection and meaningful experiences on social media, we recognise the critical importance of obtaining explicit permission and consent from individuals before posting their photographs.

Respecting Individual Autonomy

Each person you support is a unique individual with personal preferences and considerations. Seeking their permission to share their images online is an essential aspect of respecting their autonomy. It is important that you understand that everyone has their own comfort level with the digital landscape, Activity Providers must commit to honouring this.

Maintaining Privacy and Confidentiality

Posting photographs of individuals on social media without their explicit consent compromises their right to privacy. It is important that Activity Providers maintain the confidentiality of personal information and seeking permission for the use of photographs aligns with this principle.

Ensuring Informed Consent

Prioritise open communication, engage in transparent and informed discussions with individuals about the purpose and potential audience of social media posts featuring them. This empowers individuals to make decisions that align with their personal preferences.

Always seek explicit, informed consent from individuals before sharing any photos or videos online. Explain the purpose and audience clearly.

Documenting Consent: It is best practice to document verbal consent within your digital care planning system before posting. This supports compliance with CQC's framework on obtaining consent and respecting ongoing choice, as individuals may change their minds at any time.

Promoting a Culture of Respect

Always seek explicit, informed consent from individuals before sharing any photos or videos online. Explain the purpose and audience clearly. By valuing the autonomy and dignity of each individual you contribute to an environment where individuals feel heard, seen and respected.

Obtaining permission and consent before posting their photographs on social media is not just a policy; it is a reflection of our core values. It demonstrates your dedication to upholding the dignity, privacy and individual choice.

Documenting Consent

It is best practice to document verbal consent within your digital care planning system before posting. This supports compliance with CQC's framework on obtaining consent and respecting ongoing choice, as individuals may change their minds at any time.

Photography and Videography Guidance

Online Control and Consent Forms: Explain that once photos or videos are posted online, they may be shared or copied by third parties outside your control. Include this in consent forms, clarifying that while the organisation takes reasonable precautions, complete control over shared content cannot be guaranteed.

Anonymity Option: Offer individuals the option to remain anonymous by using an alias or avoiding identifiable imagery. Never share personal information without clear consent.

Content Moderation and Staff Conduct

All content should be respectful, professional, and aligned with organisational values. Avoid sharing sensitive or confidential information.

Personal Social Media Use: Team members should not post directly about residents or clients on their own socialmedia. Any content involving residents must only appear on the organisation's official channels.

Reputation:
Remember that posts reflect your organisation's reputation. Ensure content enhances rather than harms public perception, considering audience and tone.

Social Media Champion:
Nominate a 'Social Media Champion' to review posts for tone, consent, and accuracy before publication.

Best Practice Checklist

Checklist for Teams:

1. Plan your post and define its purpose.
2. Confirm and document consent.
3. Capture photos or videos safely and respectfully.
4. Write clear, positive captions.
5. Review and approve internally before posting.
6. Post during optimal engagement times.
7. Monitor comments and respond appropriately.
8. Record engagement and learning outcomes.
9. Remove or archive content if consent is withdrawn.

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Platform-Specific Best Practice

Instagram: Focus on storytelling through images, Reels, and carousels. Use location tags, relevant hashtags (#CareCommunity #LifeInCare), and engage with comments to build community.

TikTok: Use short, uplifting videos with music and captions. Avoid identifiable content without consent. Participate in trends that align with your values, respond to comments and engage in the community you are building.

Facebook and X (Twitter): Continue sharing updates and community news. Link to your website or local partners, and use regional hashtags to increase reach.

Review and Continuous Improvement

Regular Review: Review social media performance quarterly. Check consent records, update strategy based on analytics, and stay informed on safeguarding or platform updates.

Photographs of Individuals Unable to Provide Consent

Consult with Legal and Ethical Experts
Seek advice from legal professionals and ethical experts who specialise in UK laws, particularly the Mental Capacity Act 2005. Understand the legal framework governing consent for individuals who lack mental capacity to
provide permission or give consent.

Identify a Legal Representative or Advocate
Identify a legally appointed representative, such as a Court of Protection appointed deputy, a family member acting under Lasting Power of Attorney (LPA) or a suitable advocate. Ensure they have the legal authority to make decisions regarding the individual's wellbeing.

Document Legal Authority
Clearly document the legal authority of the representative. This documentation may include Court of Protection orders or LPA documents. Ensure that the legal representative's authority extends to decisions related to the use of photographs.

Engage in Transparent Communication
Communicate openly with the legal representative. Clearly explain the purpose of using the photographs, where they will be shared, and who the potential audience might be. Ensure the legal representative understands the implications of the consent being given.

Obtain Written Consent
Request written consent from the legal representative or advocate. This could be in the form of a signed consent form explicitly stating the permission granted for the use of photographs in specified contexts. Use language that is clear and easy to understand.

Regularly Review Consent
Regularly review and renew consent, especially if there are changes in circumstances or preferences. Ensure that the legal representative is informed of their right to withdraw consent at any time.

Establish a Consent Record
Maintain a comprehensive record of the consent process, including details of discussions, the identity of the legal representative and the specifics of the consent granted. This record is crucial for compliance with UK legal and ethical standards.

Respect Changing Circumstances
Be prepared to reassess and seek updated consent if there are changes in the individual's situation or if a new legal representative takes on the role.

Remember to stay informed about any updates or changes in UK legislation related to consent and capacity. Prioritise the wellbeing and rights of the individual throughout the consent-seeking process.

Regularly review and renew consent, especially if there are changes in circumstances or preferences. Ensure that the legal representative is informed of their right to withdraw consent at any time.

Embrace the power of social media to connect, inspire and celebrate the vibrant community within your care setting! Tag NAPA and we will like and share your posts.

Examples of Social Media Posts

Share authentic, uplifting moments from daily life, celebrations, and activities. Include stories that highlight creativity, teamwork, and wellbeing.

Instagram & TikTok Ideas: 'Day in the Life' Reels or TikToks, themed event countdowns, behind-the-scenes clips, or short staff interviews. Showcase laughter, participation, and creativity.

Interactive Activity Snapshot
Image: Capture a moment from an engaging activity.
Caption: Sparking creativity and joy in our activity today! Individuals explored their artistic side, creating beautiful masterpieces. #CreativityUnleashed #ActivityProviders @napalivinglife

Feel-Good Testimonials
Image: A heart-warming photo of Individuals smiling during an activity.
Caption: Grateful for these smiles and positive vibes! Our Individuals are at the heart of everything we do. Sharing some heartening testimonials from those who make our work truly special. #Testimonials #HappyIndividuals @napalivinglife

Behind-the-Scenes Prep
Image: Activity Providers preparing for an event or activity.
Caption: Behind the scenes: Prepping for an unforgettable experience! Our dedicated team ensures every detail is perfect for our Individuals. Stay tuned for the magic! #TeamEffort #ActivityPrep @napalivinglife

Themed Event Teaser
Image: Sneak peek of a themed event setup.
Caption: Get ready for a magical journey! Our upcoming themed event is all set to transport our Individuals to a world of wonder and joy. Who's excited? #ThemedEvent #MagicMoments @napalivinglife

Wellbeing Wednesday Inspiration
Image: Individuals participating in a wellbeing activity.
Caption: Wellbeing Wednesday vibes! From gentle exercises to mindfulness sessions, we're committed to nurturing the wellbeing of our Individuals every day. #WellnessWednesday #HealthyLiving @napalivinglife

Celebrating Milestones
Image: Individuals celebrating a milestone or achievement.
Caption: Cheers to every small victory and achievement! Today, we celebrate resilience, growth and the spirit of accomplishment among our Individuals. #MilestoneMoments #CelebrationTime @napalivinglife

Virtual Engagement Highlights
Screenshot: Highlights from a virtual engagement session.
Caption: Embracing the digital age! Here's a glimpse of our virtual engagement session, connecting Individuals with each other and the world. #VirtualEngagement #TechForGood @napalivinglife

Spotlight on Volunteers
Collage: Photos of volunteers making a positive impact.
Caption: A huge shout out to our incredible volunteers! Your dedication and enthusiasm light up the lives of our Individuals. Thank you for being an integral part of our community. #VolunteerAppreciation #CommunitySpirit @napalivinglife

Interactive Polls and Surveys
Image: Engaging Individuals in a poll or survey activity.
Caption: "Your voice matters! We're all ears for Individuals' preferences. Today, we're shaping future activities based on their choices. What's your favourite activity? Share your thoughts! #ResidentInput #CommunityVoice @napalivinglife

Throwback Thursday Nostalgia
Image: A throwback photo from a memorable past event.
Caption: Throwing it back to a day filled with laughter, camaraderie and unforgettable memories. Nostalgia that warms the heart! #ThrowbackThursday #MemorableMoments @napalivinglife

These examples of social media posts aim to showcase the positive impact of activity provision and create engaging content that resonates with Individuals, their families and the broader community.

Template

Social Media Policy for

(insert Care Service Name)

Effective Date: (Date)

Purpose:

This social media policy outlines guidelines for the responsible use of social media by (insert Care Service Name). It aims to protect the privacy, dignity and wellbeing of individuals and staff while promoting positive engagement with our community.

Template

General Good Practice:

Respect and Dignity -

All social media interactions must uphold the dignity and respect of individuals and staff. Avoid sharing content that may be deemed disrespectful or inappropriate.

Confidentiality -

Never share confidential or sensitive information about individuals or staff. Respect the privacy of individuals and adhere to legal and ethical standards.

Professionalism -

Maintain a professional tone in all social media interactions, representing [insert Care Service Name] positively to the public.

Seeking Permission and Consent:

Photographs and Videos -

Obtain explicit written consent from individuals or their legal representatives before sharing any photographs or videos on social media. Ensure that the consent clearly specifies the purpose and potential audience.

Legal Representative Consent -

Where individuals lack capacity, seek permission from their legally appointed representatives, family members acting under Lasting Power of Attorney (LPA).

Documented Consent -

Maintain a record of all consent forms, including details of discussions, date of consent and the scope of the permission granted.

Content Moderation:

Monitoring Content -

Regularly monitor and moderate social media content related to [under Care Service Name]. Address any inappropriate comments, messages or content promptly.

Positive Engagement -

Encourage positive engagement with individuals, families and the broader community. Share uplifting stories, achievements and community involvement.

Template

Employee Guidelines:

Training -

Provide social media training to staff members to ensure they understand and adhere to this policy.

Personal Social Media Use -

Encourage responsible personal social media use. Staff members should avoid sharing information that may compromise the confidentiality or reputation of [insert Care Service Name].

Reporting Concerns:

Incident Reporting -

Report any social media-related concerns or incidents promptly to the designated person in charge within your organisation.

Individual or Family Concerns -

Address concerns raised by individuals, their families or staff regarding social media content with sensitivity and efficiency.

Social Media Platforms:

Official Accounts -

Only designated staff members should manage official [insert Care Service Name] social media accounts.

Consistent Branding -

Ensure that official accounts align with [insert Care Service Name]'s branding and values.

Review and Updates:

This social media policy will be reviewed regularly to ensure its effectiveness and relevance. Any updates will be communicated to all staff members.

By adhering to this policy, we aim to maintain a positive and respectful online presence while safeguarding the wellbeing and privacy of all individuals and staff.

[Care Service Name]
[Date of Last Revision]

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