



Dog A.I.D. social media principles

We believe that social media is an important part in how people live their lives.

At Dog A.I.D. we're adaptable and continually changing how we improve the way we work. We pride ourselves in being open.

We want our social media platforms to be a welcoming space where people feel comfortable to talk to us and each other. We ask that anyone engaging with our social media channels shows courtesy, kindness and respect for all other members.

How we use social media

Our main social media accounts are accessed and monitored by our office team, within office hours Monday - Friday. Posts are also scheduled to go live outside of these hours.

We also have Facebook groups set up by and administered by clients and volunteers. We work closely with group administrators to promote these social media principles.

No training professional has access to our public accounts, so if you're a client seeking training advice, you should contact your Dog A.I.D. trainer. Do not use social media for specific dog training questions. If you need further guidance, please email to admin@dogaid.org.uk

If you follow us on social media, we do not automatically follow back. Being followed, using hashtags or mentioning other accounts does not imply endorsement of any kind.

We will retweet or share where we think it is useful or interesting but this is not an endorsement.

Below is a set of house rules on how we use social media and how we expect people to use it too.

What we'll do...

- We'll confirm it's us.

Our official accounts are:

- Facebook - [@dogaid](#)
- Twitter - [@dogaid](#)
- Instagram - [@dogaidpics](#)
- LinkedIn - [@dogaid](#)
- Tiktok - [@dogaid](#)

You'll find some volunteer-led accounts on Facebook, including:

- Client and Trainer - [Dog A.I.D. Members](#)
- Trainers - [Dog A.I.D. Approved Trainers](#)

- We'll listen. Our values are openness, fairness, enablement, respect, excellence and integrity - further information in 'Our Behaviours' below.

- We'll read all mentions, @replies, posts and direct messages sent to us via our social media platforms. We can't always reply to every individual message we receive but we will get back to you or pass your message on where appropriate.
- We may ask you to send a private message to us with your contact details, particularly when it's not appropriate for us to respond on social media. This means the right person can follow up with you about your question or concern.
- We'll treat each message with the respect, fairness and integrity you'd expect if you were dealing with us face-to-face or on the telephone.
- We'll follow people where we can. But this doesn't mean endorsement.

What we'd like you to do in return...

- We'd like you to be respectful too. We know that sometimes things don't go to plan and you'll want to flag things up with us. But do remember, we're human and the people involved in our social media accounts are trying to help.
- Do not bully, harass, intimidate, defame, abuse or threaten any individual or organisation or use obscene or profane words.
- Anyone repeatedly engaging with us using content or language which falls into the above categories will be blocked and/or reported to the associated social media platform.
- Do not post comments that are personal - either to you, our volunteers or our staff. If you've a complaint to make against an individual, we'll look into it. We'll point you towards our [complaints process](#).
- Do not post or share comments that are posted with the intention of causing offence or hurt.
- We'd like you not to spam or advertise. Our social media channels aren't the place for followers to advertise. Making the same points over and over - otherwise known as spamming - isn't for our social media. You'll be better off making a complaint or contacting us another way so we can look into the issue for you.
- Do not post or share content that promotes discrimination based on the nine protected characteristics under the Equality Act: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex.
- We'd like you to not over-share. If you've got an issue, we'll happily look into it. But be careful not to post private information about yourself or others. Of course, most of the time social media works fine but on the rare occasion where you don't stick to the house rules, we reserve the right to delete offending content and block you from contacting us through that route.
- We also reserve the right to screen shot content and contact police.

Want we won't do

- We won't discuss any individual's dog or training through social media.
- We don't deal with complaints through social media. Please follow the process [here](#).
- We don't answer individual training questions, clients should approach their allocated trainer.
- If you have any questions about our social media or feel a post may be taken down unfairly, please email us at admin@dogaid.org.uk

Our Behaviours

Value	Behaviours
<p>OPENNESS</p> <p>an open, transparent culture which fosters trust, collaboration, continual learning and community spirit</p>	<p>We will:</p> <ul style="list-style-type: none"> be transparent and open, able to positively challenge self and others know our limits and know when to seek support and advice speak up where we have concerns about quality, health and safety or safeguarding give and receive honest feedback in a supportive and positive manner
<p>FAIRNESS</p> <p>a balanced approach at all times, which is equitable and non-discriminatory</p>	<p>We will:</p> <ul style="list-style-type: none"> be fair, ethical and inclusive in our work and decision making not discriminate, directly or indirectly, on the grounds of protected characteristics as defined in the Equality Act 2010 promote equality, diversity and inclusion adapt to remove any barriers to accessibility of services
<p>ENABLEMENT</p> <p>support and empowerment for our beneficiaries, staff and volunteers to have a say in the way our services are delivered and to influence the future direction of the charity</p>	<p>We will:</p> <ul style="list-style-type: none"> promote a safe, supportive and learning culture inspire and support beneficiaries, staff and volunteers to be innovative, develop and stretch themselves empower and encourage beneficiaries, staff and volunteers to contribute constructive feedback, opinions, solutions and ideas
<p>RESPECT</p> <p>we foster a culture of respect and strive to maintain that same culture in our environment to encourage teamwork, growth and diversity</p>	<p>We will:</p> <ul style="list-style-type: none"> accept the views and different perspectives of others and explain what we can and cannot do listen, understand and empathise to support people to make their own decisions actively challenge any negative behaviours that do not support Dog A.I.D. values
<p>EXCELLENCE</p> <p>to strive for efficiency, effectiveness and innovation; consistently giving our best and constantly scoping ways to improve continuously</p>	<p>We will:</p> <ul style="list-style-type: none"> deliver to the highest professional standards celebrate success be innovative and creative take responsibility for our decisions and mistakes, reflect and learn from all situations be adaptable and flexible
<p>INTEGRITY</p> <p>ethical, professional, honest and accountable in our approach across the charity</p>	<p>We will:</p> <ul style="list-style-type: none"> operate with honesty, fairness and integrity take personal responsibility for our actions and behaviour - which includes within any Dog A.I.D. premises, at events, online or on social media be dependable and follow through on commitments respect any personal or sensitive information and ensure that it is protected according to our Privacy Policy in line with the Data Protection Act 2018