

Staffordshire Archives & Heritage – Social Media Guidance

Best practice guidelines are always to be used in conjunction with any authority guidance.

- We use a friendly and positive tone of voice, and we speak to followers with the same professionalism as we would in person
- We only share content from reliable sources and check links before we post
- We use clear language, avoid emojis and add alt text to all images and use camel case for hashtags
- We ignore negative comments unless we need to correct inaccurate statements
- Any harmful, abusive or very negative comments are reported to Engagement & Access Manager who will either respond or escalate to the Social Media Manager for advice
- We follow the content calendar to ensure the themes of our content are balanced and we prioritise content that share our collections and celebrate our projects
- We redirect any archive enquiries to the enquiry email and explain we cannot answer them via social media
- Where possible we use a joint scheduling system (currently hootsuite)
- We tailor our content to the platform we are using
- We continually try to create the best possible content by seeking advice & support from the yammer social media group, comms team resources and the sector specific resources below

Further useful information for staff to refer to:

[Social media \(sharepoint.com\)](#) – social media etiquette document

[Social media guides for museums – Collections Trust](#)

[Resources | The Audience Agency](#)

[Guide to accessible social media | RNIB](#)