

# Social Media Guidelines



## Background:

LIAISE is a two-year Erasmus+ project co-ordinated by **SD Europe** and involving partners and participating organisations from seven different EU countries. In asking partners and contributing organisations to use their respective social media channels to disseminate the project's activities, outcomes and learnings as they happen, SD Europe wants to ensure the benefits of the work reaches as wide an audience as possible.

## Meeting / Training events rules:

All meetings, training events and exchange visits are first and foremost about bringing organisations and people together, and sharing experiences and knowledge in a trusting environment. If an organisation wishes to share sensitive information in confidence with the group, that trust should be respected. If there is something of a particularly sensitive nature, we would ask partners / participating organisations to alert their fellow participants of that fact as soon as possible in order to ensure total confidentiality.

## Sharing information

1. SD Europe will be tweeting and posting some updates from the three training events and exchange visits. A key priority will be sharing an overview of events (i.e. their purpose), as well as group photos to ensure activities are shared as widely as possible.
2. SD Europe will also seek to share some key tips, advice and updates during project activities. The team will not share anything it considers to be of a sensitive nature or anything that a partner has highlighted as confidential.
3. We would ask partners to show the same courtesy if tweeting / sharing information online from the training events and exchange visits. If you're not sure, don't share. If you'd like to tweet / share a particular piece of information, double check with the partner if there's any doubt at all. **Trust is vital to maintain so we can build a strong network of connections from the project.**
4. We encourage partners and organisations in attendance to share photos and information about the activities. Please keep this in mind if it's a colleague not in attendance at the event that heads up your social media / communications efforts. Make a plan to share the information, and share it!