

IHBC BRANCH GUIDANCE ON SOCIAL MEDIA



1. Introduction

The IHBC has produced this social media guidance to support IHBC Branches in creating and managing a social media account which adheres to the IHBC's principles and code of ethics.

NB: this is a working draft and we welcome feedback from the Branches.

In a digital age, people are using the internet not just as a source of information but also as a communication tool.

Social media is integral to both information gathering and communication and uses various platforms such as: blogs, wikis, social networking sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds etc.

Social media is an important tool to communicate with members, where geographical spread and time constraints often make it impractical to meet and discuss ideas and problems, ways to improve, or simply to know what is happening in the regions.

As identified in the 'Branch Survey', circulated in Summer 2017, social media tools can provide tremendous opportunities to promote heritage events, CPD and local networking and to engage with people who are not currently IHBC members but are interested in joining.

Our social media presence is focused on helping specialists and non-specialists find out more about, discuss and engage with the developments in professional practice, raising awareness of conservation, public programmes and research.

It is intended to encourage cross-cultural awareness on the IHBC and its operations and encourage inclusive, lively debate on general and specialist issues relevant to members, their colleagues and others both in the sector and outside.



2. Social Media Code of Conduct

Important guidelines:

- Your social media plan should be discussed with IHBC National Office to ensure it aligns with IHBC's vision and principles.
- ONLY the Branch logo should be used on social media accounts and promotions by the Branch. The use of the main IHBC logo should be reserved for authorised national IHBC events and publications. If you don't have a branch logo, please contact National Office.
- Do not post any job adverts from other organisations as this undermines the [IHBC Jobs etc](#) service. However please retweet or post any IHBC Jobs etc adverts and, if you see any potential job within the historic and built environment sector, please encourage the advertisers to use the IHBC Jobs etc service.
- Once operational if you are unsure about any content please liaise with National Office.
- It is advisable to state on your platforms that 'the views expressed by our followers are their own and may not represent the views of the IHBC, its Trustees, employees, or members'.
- When sharing your post be aware of issues such as: the language you use; libelous statements; copyright/ trademark issues; privacy. For more information see [Twitter Rules & Policies](#) and [Facebook Policies](#) and download the [IHBC Code of conduct](#) which sets out individual professional standards, giving context to why members must act appropriately and respect colleagues and others, 'in person' as well as 'online'.
- Remember that using images in tweets and blog posts can enhance engagement dramatically; Even pictures of a conference programme can help. However, do remember 1) to check where copyright requirements apply 2) ask for permission to use any image 3) quote/credit the source of the image in your post. If you don't have any pictures, you can research and download some free of copyright from Pexels, Wikimedia Commons and other archives.



3. Limitations and Risks

The following considerations highlight some of the main barriers to consider when creating a social media account:

- Time – in other contexts, especially in marketing, the management of the social media account will be a full-time job because this will require a fair amount of engagement in order to help make it a success. However, in the voluntary context it would be useful if one person or more than one member of the Branch committee have access to the account so that the planning and maintenance can be shared appropriately.
- Measurement and Analysis – similarly this task normally would need a full-time individual, but this is not what IHBC would expect in a voluntary role. It is sensible not to set unachievable targets for monitoring the accounts. Further support can be requested from the National Office to keep track of boosted posts.

Simple steps and tips to create your social network plan

STEP 1. Choose Your Social Networks

Before creating a social media account, take time to discover who your audience is and where your audience actively participates on social media (see 4). Target the audience relevant to your activities.

TIPS #1. What Networks Get the Most Traffic?

- Find your highest-trafficked social networks. Check the companies, local authorities, target organisations and government bodies websites.
- Research which networks are most popular among sector organisation's followers as you are likely have a similar audience.
- List your connections & organisations creating a master list of your active social media accounts.



STEP 2. Audit of existing IHBC social media presence and getting started.

Once you have decided your social media channel(s) and set up your account(s), search for the IHBC network and feel free to join, follow and share content from the main IHBC channels and from the branches ones.

IHBC social media accounts: [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#)

Branches social media accounts:

Twitter

IHBC London Branch [@IHBCLondon](#)

IHBC NW Events [@Ihbcnwevents](#)

IHBC West Midlands [@IHBCWestMidland](#)

IHBC Scotland [@Ihbcscotland](#)

IHBC Northern Ireland Chair - Andrew McClelland [@IHBCni](#)

EA - IHBC East Anglia [@IHBC_EA](#)

IHBC Yorkshire [@IHBC_Yorkshire](#)

South-East Branch Chair - Duncan Philips [@ListedBuilding](#)

IHBC South East [@ihbc_southeast](#)

Facebook

[IHBC South East](#)

[IHBC East Anglia](#)

[IHBC West Midlands](#)



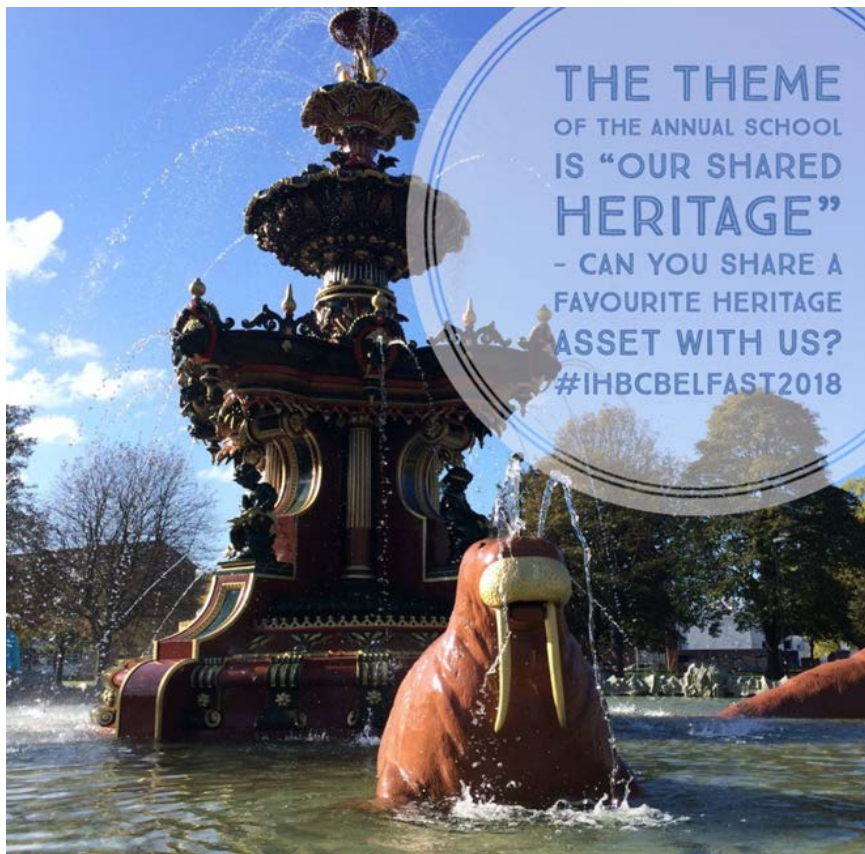
STEP 3. Define your Social Media Goals

IHBC social media goals include the following:

- Raising the IHBC's profile by increasing the visibility of IHBC core services such as the NewsBlog and 'Jobs etc' email alerts, HESPR membership
- Promoting IHBC and Branch related events and training opportunities
- Networking with members, non-members, stakeholders, sector organisations and beyond.

TIPS #3. Define Your Goals

- What do you want to accomplish with social media?
- What is your Branch goal in using a specific social media channel?



STEP 4. Define Your Social Media Content To Share

If you need some inspiration on sharing, see below:

Key messages from IHBC:

- [IHBC NewsBlog](#) - Want to get the latest updates?
[Sign-up for free 6 month trial](#)
- [IHBC Jobs etc](#) - Sign-up for the [Jobs Alert](#)
- [IHBC's SelfStarter](#)
- [HESPR](#) - IHBC's heritage business listing
- [Gus Astley Student Award](#)
- [Marsh Awards](#)
- [Conservation Wiki](#) - Create an article and share knowledge

Links to IHBC Branch News & Events:

- Share Branch events via the [Branch web pages](#) and [Events Calendar](#)
- Share heritage news from sector sources which impacts your Branch

TIPS #4. What and where are all the Branch Events?

For a comprehensive review of Branch news and events read the [`Branch Update`](#) item on the Newsblog and share the content.

And find much more on the [IHBC website!](#)

Don't forget to include #Hashtags which can promote dialogue - setting and promoting a specific hashtag for an event like the Annual School or a branch event is always useful.



STEP 5. Make your plan and include specific events/campaigns

See some examples below and add more in your Social Media Plan.

- [Conservation Areas at 50](#)
- [Branch Annual Conference/Event](#)
- [Annual Schools](#)

TIPS #5. Plan how often you will share.

Knowing your daily/ weekly sharing frequency will help you understand how much content to produce and variety to add to your social sharing.

4. Summary of tasks

1. Speak with your Branch committee to gauge interest in a social media platform
2. Speak with IHBC National Office to access support for setting up your social media platform and get tips on what kind of engagement has worked best historically
3. With this information and the Guidance document discuss the project with your Branch again
4. Agree which member(s) will be running the account
5. Choose your social media platform and submit your proposed username to IHBC National Office for approval and confirmation, together with the names of the managers
6. Set up your Branch profile on your chosen social media platform(s)
7. Create your social media plan and seek support from National Office
8. After a designated period discuss and review the social media plan with committee members to identify what works, what doesn't, and what should be changed.
9. And most importantly - Have fun!