Members information on Social Media Strategy for Protection and Crisis Management.

Strategy

1. Objectives

- Protect the Charity's reputation and credibility.
- Address misinformation about the Charity and or a member, with factual, calm responses.
- Prevent, where possible, the escalation of negative narratives.
- Maintain public trust and transparency.
- Ensure consistent messaging by and about IFPA across platforms.

2. Monitoring & Early Detection

- Our social media company will use monitoring tools to track mentions, keywords, and hashtags that relate to IFPA or current serving Board members as standard.
- If a member has approached IFPA for assistance with crisis management, and the assistance has been approved and a strategy agreed and in place with that member/organisation, this person's/organisation's name will be added to the tracking tools temporarily.
- Set up Google Alerts for the Charity's name and related topics.
- Assign a dedicated person to work with our social media company to ensure responses are appropriate and swift.

3. Categorisation of posts which will be responded to

- **Misinformation**: Posts containing false claims or inaccuracies.
- **Criticism & Concerns**: Genuine grievances or constructive feedback.
- **Hate Speech & Defamation**: Abusive, racist, or false accusations.
- **Trolling & Spam**: Repetitive, off-topic, or inflammatory content.

It is felt by following this structured approach, IFPA can effectively handle defamatory posts while maintaining its reputation and engaging with the community in a constructive manner.

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