

## NASS Branches & Social Media Policy

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Social media such as Facebook and Twitter are a great way for branches to share information. NASS branches can set up their own spaces on social media provided the following guidelines are followed.

- NASS must be informed of any pages set up to help promote your branch. A link should be emailed to the Branch Development Manager
- Your social media groups and pages must follow the NASS brand guidelines, including colours and logos. The Branch Development Manager will advise on this and send you the logo, which must be used as your profile picture.
- When you use your branch social media account you are acting as a representative of NASS. Anything you say can affect the reputation of the charity as a whole. Please do **not** post personal opinions OR anything that might be regarded as controversial on a NASS account. If you are unsure – don't post it.
- IF you are linking to AS information you can **ONLY** link to the NASS website. However, you might want to link to interesting articles you see in the news on more general issues. If in doubt contact Head Office.
- Do try to post regularly – whether that's once a day or once a week
- Do not offer medical advice via your Facebook/Twitter accounts. Direct users to their health care professional or the NASS helpline or our website [www.nass.co.uk](http://www.nass.co.uk) for more information.

### Twitter

A Twitter account needs to include "NASS" in its name

#### Example Twitter bios

*NASS [enter branch location/name] supporting people with ankylosing spondylitis. We meet, share experiences, raise awareness and have fun!*

*NASS [enter branch location/name] for people with AS, their friends and families. Get together, share and have fun!*

#### Example Twitter names

@NASS[branchname] e.g. @NASSTyne&Wear

When tweeting try to include the hashtags (search terms) #NASS and #AnkylosingSpondylitis as it will ensure your tweet is seen by more people.

## Facebook

- Any Facebook group or page must include the name “NASS” in the title, alongside your branch name.
- If possible, include the NASS logo in your Facebook cover photo.
- The following text must be included in the ‘About’ section of your Facebook page:

*The National Ankylosing Spondylitis Society (NASS) is the only registered charity dedicated to the needs of people affected by ankylosing spondylitis (AS) in the UK. For more information about NASS, you can visit [www.nass.co.uk](http://www.nass.co.uk) or contact the NASS Helpline on 020 8741 1515 or [admin@nass.org.uk](mailto:admin@nass.org.uk). The information presented on this site is for general use only and is not intended to provide personal medical advice or substitute for the advice of your physician. If you have questions or concerns about individual health matters or the management of your AS, please consult your rheumatologist. Products highlighted on this website are not necessarily endorsed by NASS.*

### Example Facebook ‘About’ section

*NASS Tyne & Wear has qualified physiotherapists leading exercise sessions in the gym and in the hydrotherapy pool. Some one-to-one advice is also available.*

*The branch is attended by a diverse range of people and encourages a positive and proactive response to AS. Members enjoy a friendly and supportive atmosphere as well as excellent facilities. There is also an active social scene within the group.*

*Session are held every Monday (except Bank Holiday’s) from 6pm until 8pm at The Hospital, Main Street, Newcastle, NE1 012*

*The group is run by an annually elected committee consisting of volunteers, while we are unable to offer any medical advice, we are here to provide support and share experiences of living with AS.*

*For more information about the branch, please contact:  
Joe Bloggs, Branch Secretary, <insert contact details>,  
Send us a Facebook message or email <insert group email address>.*