



Social Media Guidance for Neighbourhood Watch members and groups

This is a quick guide to setting up and running social media accounts for NW groups. You can find the full social media policy [here](#).

Our vision is a society where neighbours come together to create safer, stronger, and more active communities

Our mission is to support and enable individuals and communities to be connected, active and safe, which increases wellbeing and minimises crime.

Our values

Friendly: Welcoming and bringing people together

Trusted: Reliable and respected

Active: Energetic and practical

Setting up and branding your group

Join our online community

Local Neighbourhood Watch groups are encouraged to follow the Neighbourhood Watch Network channels on [Facebook](#), [Instagram](#), [LinkedIn](#) and [BlueSky](#) and to share our content/campaigns.

Make yourself searchable and findable for local residents

Local Neighbourhood Watch groups should also include their locality in their account name so that residents can find them and follow easily.

Official groups can use Neighbourhood Watch branding

The Neighbourhood Watch name and logo are trademarked assets. Registered Neighbourhood Watch groups may apply to use the name and logo for use in their local accounts.

If the Neighbourhood Watch organisation or brand is being falsely represented

online, this is brand impersonation, sometimes called brand infringement.

Neighbourhood Watch Network takes this misrepresentation very seriously and will take steps to stop unauthorised content being posted on our behalf.

In the event our brand or service name is being used falsely or by an unauthorised person, we will contact hosting companies and domain registrars to request that the service/account is taken down or removed.

Neighbourhood Watch is politically neutral

Any NW group posting online must maintain our political neutrality. Neighbourhood Watch is not associated with any political organisation, nor has it any affiliation with or links to political parties. We can express views where appropriate on policies that impact our work and service users, but it is essential that Neighbourhood Watch remains, and is seen to be, politically neutral.

Representing Neighbourhood Watch on social media.

When representing Neighbourhood Watch on social media all posts should be aligned with Neighbourhood Watch core values. We never use discriminatory or derogatory language, we do use a positive and approachable tone.

Code of Conduct

This sets out the rules and values NW members and volunteers are expected to follow and to uphold when representing the organisation online.

- I will not insult, harass, bully or intimidate individuals or organisations
- I will respond to others' opinions respectfully and professionally
- I will not do anything that breaches my terms of employment/voluntary role
- I will acknowledge and correct mistakes promptly using provided guidance
- I will disclose conflicts of interest where I am able
- I will not knowingly post inaccurate information
- I will link to online references and original source materials directly
- I will be considerate, kind and fair
- I will always ensure my activity does no harm to the organisation or to others
- I will champion Neighbourhood Watch and its services
- I will check my group account regularly and respond in a timely manner to build trust
- I will not share CCTV images – there are strict rules and laws around this
- I will not use photos of other NW members or members of the public without their active consent

How to deliver Neighbourhood Watch content

Be neighbourly: we aspire to be good neighbours.

- Use positive and friendly language – do not make light of serious messages, but do use clear calls to action, to show how people can take positive action to make a change
- Use emojis to bring a light-hearted tone to messages, and break up longer paragraphs into ‘bullet points’
- Never swear or use discriminatory or derogatory language

Community focused: we bring people together.

- Think about your audience and the types of posts they will be interested in reading, tag people, themes, and companies relevant to developing your community
- Include relevant images or videos within your posts to grab the attention of residents
- Regularly remind people how to get involved and or/sign up to your group
- Share positive, inspirational stories which highlight how people are making a difference
- Thank volunteers and recognised the success of your members and supporters.

Inclusive: we are welcoming to all people.

- Never use, promote or share hate speech of any form
- Do not post, reshare or promote any demeaning comments about race, gender, religion, culture, sexual orientation, or identity
- Use clear language to support those of all abilities to understand your post
- Use humour wisely. One person’s joke is another’s shockingly bad taste. Always err on the side of caution before posting something that might be offensive to others. If unsure, test it out on family or friends before posting
- Be kind and respectful of other’s views, even if you disagree with them.
- Remain politically neutral in representing Neighbourhood Watch. We are community focussed but not political.

Proactive: we are active within communities, and we are relevant in today’s world.

- Share webpages to direct people to the useful information, eg our [downloadable ASB guide and diary](#).
- Keep things interesting by sharing relevant news articles and crime prevention campaigns

Trusted: we are dependable, caring, respectable, approachable, and supportive.

- Check your account regularly and respond in a timely manner to build trust
- Use our logo for your profile picture to let followers know you are a registered group
- Do not share CCTV images – there are strict rules and laws around this
- Do not use photos of other NW members or members of the public without their active consent
- Do not post photos of cars or vehicles.

Collaborative: we work as a team, in partnerships and within communities.

- Tag our central Neighbourhood Watch account in your posts:
- Use the hashtags and social media campaign assets shared by central support communications.
- Share partners posts such as those from the Police, and other crime prevention organisations
- Vary the time of day you post to see how your audiences engage with you
- Do not advertise businesses (unless from a partner), self-promotions or spam
- Engage with your audience. Share or add to the messages that other people are already posting. Social media is all about conversations so dive in and take part!

If you are ever in doubt, or want a second opinion when it comes to social media, please feel free to contact our Head of Communications and Digital, Charmian Walker-Smith Charmian.walker-smith@ourwatch.org.uk

