

2022

WNF – Social Media Guide 2022

www.worldnaturopathicfederation.org

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Social media creates dynamic new opportunities for the *World Naturopathic Federation (WNF)*, enabling direct and real-time interactivity with WNF audiences across all platforms. Social media allows people and organizations to quickly and easily publish their material, comment and/or engage with others.

The WNF currently follows 150 WNF members' profiles with an average of 120k reaches per year. If you have a Facebook page, Twitter account, Instagram account or LinkedIn page that is not yet followed by the WNF please let us know info@worldnaturopathicfederation.org.

These guidelines are for the *World Naturopathic Federation (WNF)*, its member organizations and the staff responsible for posting content on social media platforms for organizational communication. *For the purpose of these guidelines. The term "staff" includes all organizational staff, volunteers, consultants, freelancers, researchers and interns.*

Intention of WNF Social Media

- Promote the naturopathic profession globally.
- Disseminate WNF information and resources.
- Share success stories of WNF members and key naturopathic practitioners and researchers.
- Promote and highlight conferences and key events of our members.

Aim of WNF Social Media Guidelines

- Provide a framework for using social media tools effectively and in line with WNF activities and policy.
- Protect the WNF organization, the field of naturopathy/naturopathic medicine and its member organizations from misrepresentation on social media.
- Protect the privacy of individuals such as Officers, staff and other colleagues depicted on social media materials.
- Set out an overarching set of ideas to consider when employing social media for our organizational communications and outreach, including outlining potential risks and challenges.

WNF Social Media Considerations

- The WNF is an international, multi-lingual organization. We post in English, but we share posts in any language of our members.
- The WNF follows WNF Members and Sponsors and key international organizations.
- The WNF promotes conferences and events from our members/sponsors. The event has to be open to multiple countries in order for us to repost.
- The WNF is apolitical and does not repost anything that is negative or derogatory about any government or individual. We do encourage WNF organizations to do the same.
- The WNF does not focus on treatments for specific conditions – unless we are posting about a new naturopathic research study that was published.

Best Practices in Social Media

We encourage WNF members to have clear goals and objectives, with appropriate content approval policies in place for all social media accounts. Engaging in social media activities is a significant investment of resources, and proper planning should be in place to ensure the highest return on resources.

Staff responsible for content posted on social media may be active users of the tool to better understand the rules and etiquette of the communication medium. However, without social media experience, staff can still educate themselves with the list of resources linked below.

This, along with sound editorial and political judgement, will help ensure avoiding unnecessary errors that might cause harm.

- [Social Media Management course](#)
- [Introduction to Social Media Strategy](#)
- [Social Media Monitoring](#)
- [Social Media Ethics](#)
- [Social Media and International Organizations](#)

Add Value

The WNF's participation on social media platforms offers a perspective on global naturopathy/naturopathic medicine. Member organizations are encouraged to follow the WNF's posts and include additional content, highlighting naturopathy / naturopathic medicine from their organizational perspective.

Consider the Audience

It's helpful to post explanatory content that helps add value to the content shared. As naturopathy is not always a fully understood area of medicine and healthcare practice, it would be of great help to provide content that makes it easier to understand. *Frequently asked questions (FAQs)* are a great idea for content and don't require much work.

Writing Style

All organizations, regardless of region, can employ a consistent voice using engaging, approachable, professional, and timely content, keeping in mind that many access social media content on mobile devices.

Already approved/published communications materials may form the basis of helpful social media posts and often limits the need to seek content approval. Whenever possible, link to the original source rather than copying entire documents/text onto social media platforms.

It is highly encouraged that organizations proofread all content before posting and ensure that all links are active. Links in Instagram posts are not accessible and cannot be clicked, so avoid using your captions for links. Instead, use tools such as linkin.bio or linktr.ee to consolidate all relevant links into one link that can be inserted into your bio.

Create a QR code that scans the relevant link/website to the message; this [website](#) offers free QR code creation. As an example see image with QR code that drives to the HTA page.

Monitoring and Responding to Comments and Questions

When possible, answer genuine questions with links to helpful information - these can be on your organization's website.

Responding to every question or comment directly is unnecessary - especially if the comment is harmful or not beneficial.

It is usually ineffective to address hypothetical questions or comments that are degrading, mocking, rants and incitements to anger. Remove obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing comments to any person or entity. The WNF is very strict on the professional use of its social media and has restricted all following on our social media to member organizations; we take comments very seriously and encourage all member organizations to closely monitor engagement on social media.

Discretion can be used when deciding to delete inappropriate or unacceptable content. Allow user-generated content that may be off-topic or critical but is not offensive. A disclaimer may be helpful to describe deletion and other posting policies - this can and should be highlighted on your website. Notable comments or trends can be shared with Officers and/or forwarded to staff tasked with oversight of social media.

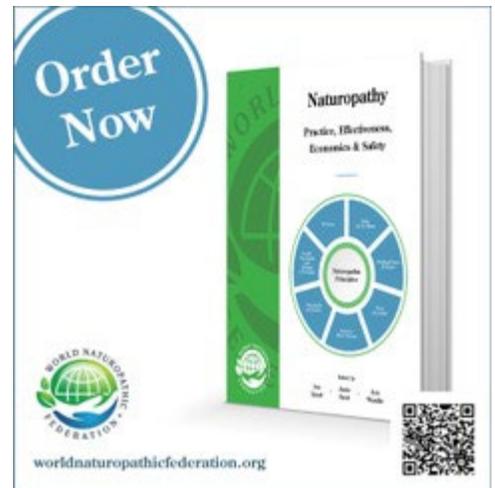
If you come across misrepresentation of the WNF's work or your organization, correct it with factual information and, whenever possible, a link to additional information.

Coordination

Coordination in your organization and across the WNF will be essential for effective content planning. If you have a special event or conference planned, please let the WNF know so that we are prepared to share your social media.

Evaluate

A profile or group left to stagnate for too long and become outdated may give the impression of apathy or lack of professionalism. Accounts no longer receiving regular attention can be deactivated to avoid confusion. All social media that is no longer in use should be promptly deleted. If deletion proves difficult, please consult the relevant social media policies of the platform in question.



Overview of WNF Social Media Channels

WNF's organizational social media channels are Twitter, Facebook, LinkedIn, and Instagram for global audiences.

Twitter

Twitter offers bite-sized versions of our content and messaging. Twitter is also essential for our communications strategy as many governments, international NGOs, researchers, and experts in the field of naturopathy/naturopathic medicine are most active on Twitter.

Facebook and LinkedIn

Excellent platform for sharing member updates, critical updates and updates in the broader sector.

Instagram

Instagram is an ideal platform for personal-interest stories. Links in captions cannot be clicked on Instagram and are best avoided. Limit hashtags to 2 or 3 topic-specific hashtags on this platform.

The types of WNF posts that you can expect from the WNF on the different social media platforms include:

- **Twitter** – posting of new members, Live Review updates, naturopathic spotlight, environmental health posts.
- **Facebook** – posting of naturopathic courses from WNF members
- **LinkedIn** – posting of naturopathic research, how to use the HTA, WNF publications and initiatives
- **Instagram** – posting of content from naturopathic conferences, relevant naturopathic reels/videos

Frequency of Communications

Posting cadence is highly subjective and should be based on the organization's current ability to invest in social media.

- LinkedIn – 1-3 times a week
- Twitter – 2-5 times a week, but during key naturopathic events, it is appropriate to post multiple times a day, but please allow 1+ hours between tweets.
- 1-3 times per week on Facebook, including weekends
- 1-3 times per week on Instagram, including weekends

However, please note that the WNF encourages choosing quality over quantity of content. If you don't have many updates, stick to the few you have instead of trying to find more filler content to reach the recommended frequency of communications.

Please do not post if you have nothing relevant to post. It is essential that the WNF, and all federation members, stick to the mission at hand and adequately promote the field of naturopathy/naturopathic medicine.

Focus of WNF Communications

The following provides an overview of the topics that the WNF will be focusing on in its social media:

- Re-posting of WNF Member and Sponsor events and achievements
- Health Technology Assessment on Naturopathy: [Health Technology Assessment – Naturopathy - WNF \(worldnaturopathicfederation.org\)](#)
- *WNF Key Messages*: <https://worldnaturopathicfederation.org/wp-content/uploads/2022/05/Naturopathic-Key-Messages.pdf>
- Live Review on natural health products researched with respect to the pandemic: [Live Review of Natural Health Products \(NHPs\) Researched with Respect to the COVID Pandemic - World Naturopathic Federation](#)
- Newly released White Papers: Non-communicable Diseases (NCDs), Mental Health, Hypertension, Diabetes, available in different languages: [WNF Publications & Reports - World Naturopathic Federation](#)
- WNF Environmental Pollutants Website: [HOME | ET \(wnf-environmental.org\)](#)
- WNF Anti-Microbial Resistance Website: [HOME | AMR \(wnf-amr.org\)](#)
- Traditional, Complementary and Integrative Healthcare: [TCI Health Declaration – Peoples Declaration for Traditional, Complementary and Integrative Healthcare](#)
- Announcement of new WNF Members and Sponsors
- WNF Supporters: [WNF Supporters - World Naturopathic Federation](#)
- Naturopathic Spotlight (highlighting key naturopaths/naturopathic doctors in the profession that are making a significant contribution. Videos preferred.)
- Naturopathic Research (Highlighting key naturopathic research publications – especially when they focus on naturopathic care and professional formation topics)
- Requesting participation in naturopathic research projects.
- WNF General Assembly and other WNF events
- Naturopathic book updates

General Social Media Recommendations

Maintaining consistency in how you appear on and maintain your social media accounts is essential. Consistency strengthens our efforts to build a recognizable profession.

- The use of social media is one tool in communications strategies that help project coherent, timely and consistent messages for organizations.
- Messaging and accuracy are as important on social media platforms as in other public information materials.
- Posting on social media platforms requires sound editorial judgement with due attention paid to content, organizational priorities and objectives.
- Have consistent visual branding across your organization's social media channels to help establish the official presence of your organization, creating a unified feel.
- Be consistent in account names throughout social networks, which helps reinforce the solidarity of the WNF and its members.
- Keep accounts up to date: make sure the organization's description and contact information is correct.
- Check comments and messages regularly. Engage with relevant comments and answer questions.
- Ensure that there are no copyrights on images used.

Which Accounts Are Best to Follow?

Following relevant accounts can help strengthen the relationship with organizational partners and engage with potential cause advocates and thought leaders. Some suggestions are:

- The WNF
- Other WNF organizations – if you are a naturopathic organization, it would be ideal to follow other naturopathic organizations; likewise, if you are a naturopathic educational institution, follow the other naturopathic educational institutions.
- WHO, especially the WHO regional office for your area.
- Key organizations that you are looking at building alliances with – relevant research institutions, other Traditional, Complementary and Integrative Healthcare (TCIH) organizations in your area, and patient-advocacy groups that support TCIH.
- TCIH research centres/websites.

Before following or engaging with an account, please check the handle to ensure it is a legitimate and active account, not an impersonator or a fake one. Blue verification badges show that accounts are official. You can also visit the organization's website and see their listed accounts.

If the account is not verified, please do due diligence and thoroughly check the website to confirm all needed information before proceeding.

Content Creation and Community Engagement

Social media offers a unique opportunity to connect with our followers and build communities interested in the work of the global naturopathic profession. We want to provide fresh and relevant content and to engage with our followers.

Comments and Messages

- Check comments and messages daily.
- Delete unsolicited promotion of products and services.
- Delete duplicate comments (leave only one).
- When you receive a positive comment, like it. *Keep it simple and avoid self-congratulatory comments.*
- Be thoughtful if a reader questions or criticizes your work or a social media post or leaves a hostile or aggressive comment. Do not engage in a controversial post that can escalate negatively.
- Do not engage in political debates. The WNF is strictly a non-political entity.
- Retweet, repost and share content from official sources (other WNF members, our Partners, WHO).
- Retweet content when it adds value to your feed. It could be an endorsement by an influencer, news coverage of our work, or an opinion shared by a WNF member.
- Retweet to build relationships with influencers such as experts in the field of naturopathy/naturopathic medicine
- Like posts that are relevant but don't need to be retweeted, e.g. if there is an announcement and you've already made it in your account, you can like tweets from other accounts that shared the same news.
- Avoid long paragraphs. Paragraph breaks all information to be more easily read.

Hashtags and Tags

- Hashtags are a tool to share and connect with others around a topic.
- Hashtags work differently across social media networks:
 - LinkedIn and Twitter, it's more customary to use hashtags related to the topic of conversation.
 - Instagram, it's both the topic and description of photos.
 - Facebook, hashtags don't seem to add much value, but it also doesn't hurt to use hashtags relevant to your post's topic.
- Tag partners, donors, and other relevant accounts on photos and in the posts. However, on Twitter, we don't recommend using more than two or three tags in a tweet.
- If you would like the WNF to repost your post to the great naturopathic community, please use the hashtag #wnf in your post.

Common WNF Hashtags

Every organization has its own unique hashtags. Here are some of the ones commonly used by the WNF:

- # naturopath
- # wnf
- # naturopathicresearch
- # HTANaturopathy
- # naturopathicworkforce
- # WNFAMR
- # EnvironmentalHealth
- # TCIH
- # naturopathicprinciples
- # NHPs
- # patientcentered
- # of the organization or educational institution

Account Passwords and Security

Password protection is essential to the integrity of an organization. We encourage you to employ strict protocols to protect their digital assets. Remember that your proper contribution in this area will assist in the appropriate promotion of naturopathy/naturopathic medicine globally.

To protect your organization and its data privacy, create secure passwords and a system that keeps these passwords safe.

Creating Passwords

Always create passwords that are web secure. Use !#@\$%": and other symbols along with upper and lower case alphabets and numbers. Never use an easy password such as "WNF1."

How to Store Passwords

- It is essential to store passwords safely. Unauthorized access may result in the loss of valuable data and personal information. Which can compromise your organization
- Store all your critical usernames, e-mail addresses and passwords for the organization's social media accounts into a trustworthy password vault, such as on an Excel table in SharePoint accessible to your officers who have access to passwords/how often passwords can be changed
- Change passwords when a team member who has access to the account leaves.
- Change passwords at least once a year, even if the team hasn't changed.