S4C

Social Media Guide Summary (External)

<u>*This document should be read in conjunction with S4C's Social Media Policy available on S4C's production website*</u>

Main Objective

Any Social Media campaign run by S4C or "You", the Production Company, should create engaging and sharable content that resonates with the audience. Without this, content will find it difficult to be seen on Social Media.

Platforms Overview (Primary strength)

Facebook – Short/Medium video.
Twitter – Information/Communication.
Instagram – Images.
Snapchat – Fun/informal images and video.
YouTube – Long video.

Starting Social Media Campaigns

Any Social Media activity involving S4C programmes or projects should be discussed with the Social Media Manager at the earliest possible stage. The best time would be before production or planning begins, in order to identify the elements needed to get the best out of a campaign.

Language

All "S4C" and "S4Cymru" accounts have a bilingual policy in place, where all messages/posts should be done bilingually, either in the same message or separately one after the other. (The platforms included are Facebook, Twitter, Instagram and YouTube).

For all other S4C owned accounts, an editorial decision should be made on the use of bilingualism.

Deciding on Creating a New Social Media Account

The creation of a new Social Media account needs to be discussed with the Social Media Manager.

This option should only be considered with bigger, high priority projects, as building a Social Media audience from a new account with zero followers will take time and recourses.

The creation of a new Social Media account should be avoided with short term and low priority projects. Where no new accounts are created, the "S4C" accounts can be used to support where priority levels and resources allow.

Creating a New Social Media Account

Where a new Social Media account has been agreed with the Social Media Manager, the following process applies:

- S4C will create the Social Media account and provide You with details of the way in which to make content available via that particular platform.
- You will be expected to manage the account in accordance with S4C's Social Media Policy and more specifically S4C's Key Rules and if necessary to respond to user generated content within 12 hours.
- Content will be produced by You for the Social Media account on a regular basis, (at least once or twice a week).

It is important to keep log in information safe and secure at all times and to only share it with nominated members of staff approved by S4C in advance.

Sharing the Use of 'S4C' Social Accounts with You

There are two ways to share the use of S4C accounts:

1.) S4C representatives receiving content from You, with S4C staff posting on S4C's Social Media accounts (Primary option for Facebook, Instagram and Twitter).

Where this approach has been agreed, efficient communication will be needed between both parties and a specific number of deliverables to be agreed beforehand.

2.) Where the terms of the Social Media platform allow, You take direct control over S4C's Social Media account for the relevant programme(s), and post directly on behalf of S4C as a trusted sub-contractor (Primary option for Snapchat).

The temporary management of "S4C" Social Media accounts to You should be treated with and due care and respect.

Where it is within programme interest that the relevant S4C account(s) are to be used directly by You, the following process applies:

- The Social Media Manager is notified.
- An expectations document is drafted, detailing the desired use.
- S4C's legal department is notified, and a contract is written.
- Contract signed/agreed with You.

Contact the Social Media Manager at S4C for more information.

Sharing External Content

S4C / You will share other content that "S4C" has been tagged in when reasonable to do so.

Facebook; S4C will not share often, unless content has proven to be engaging and popular.
Twitter; S4C will retweet the majority of @S4C tagged posts.
Instagram; S4C will 'repost' content, and tag the relevant account if content is engaging and popular.
YouTube; Where reasonable, S4C will add external videos to its playlists or add external playlists to its channel.

Legal – Rights / Clearances

Social Media clearances/rights must be obtained before posting (or sharing) any content on social media.

It's important to note that the right to use content on Social Media is different from the right to use content on TV – both rights need to be cleared separately. If a production/project has been cleared to air TV or on the website stream, it doesn't mean that it has been cleared for Social Media use.

Here are a few key points to take care with, as additional rights or consent will need to be obtained;

- **Footage, video or soundtrack that includes actors 'acting'.**
- **The use of 'commercial' music.**
- **Use of archive material**
- **S4C content/programme material shared directly on external accounts.**
  S4C content/programme material cannot be 'posted' directly on any external/3rd party accounts, without prior consent from S4C. 'Sharing' content from an S4C account on an external account is legally allowed.

Geo Blocking: Where legal rights have been obtained for UK only video material, geo blocking should be used to secure an UK only viewing.

More Information

S4C - Use of Social Media - Good Practice Guide:

http://www.s4c.cymru/media/media_assets/9._Use_of_Social_Media_-_Good_Practice_Guidance_English.pdf

S4C - Child Protection Policy:
http://www.s4c.cymru/media/media_assets/S4C_Child_Protection_Policy_14_01_2015.pdf

Facebook (Platform Guide)

Strength: Best used for posting video content.

Post Frequency: 1-3 times a day (including shares and cover photo changes), spread out during the day.

Exceptions include when a Facebook page is created for a purpose of housing specific content (e.g. Day specific events or live coverage, when a lot of content is created and the audience expects it).

Images;

- All images to follow the S4C branding guidelines.

  - White logo top left.
  - TX details to follow branding template.

- Square or landscape sizes are both suitable.
  Advise that both sizes not to be mixed often as to avoid confusing the brand.

Videos;

- Advised duration is between 5 - 60 seconds.
  Longer content can be used if content is interesting.

- S4C branding guidelines should be used.

  - White logo being used top left.
  - TX references to only be used in the S4C end board template.

GIF Format;

- GIFS should not be longer than 5 seconds.

- Video format is preferable to GIF on Facebook.

Post Messages;

- Never post as text only. Always have a video or images attached in the post.

- Advised length of a post message in a single language is no more than 100 characters.
  Facebook posts should be kept below 200 characters in length.

- Bilingual messages should be kept within one post.

Twitter (Platform Guide)

Strength: Best used for posting information and communicating directly with the audience.

Post Frequency: 1-6 times a day (Excluding retweets and replies), spread out during the day.
Exceptions could include event based commentating (e.g. rugby match, chat show).

Images;

- All images to follow the S4C branding guidelines.

  - White logo top left.
  - TX details to follow branding template.

- Square or landscape sizes are both suitable.
  Advise that both sizes not to be mixed often as to avoid confusing the brand.

- Landscape images are advised over square images.
  Although desktop supports square images, mobile optimization is for landscape use only.
  (Exception being two images attached in posts are reduced to two square images).

Video;

- Advised duration is between 3 - 30 seconds.
  Longer content can be used if content is interesting (max: 140 seconds).

- S4C branding guidelines should be used.

  - White logo being used top left.
  - TX references to only be used in the S4C end board template.

GIF Format;

- GIFS should not be longer than 5 seconds.

- Good practise is to use GIFs as reactions to posts or real time events.

<u>Messages;</u>

Messages should be short.
Text only: 140 character limit. Text with images/video: 116 character limit.

Messages should include hashtags and handles where possible.
To save character limit, use the 'who's in this photo' option to tag people in images. Does not work with video.

Instagram (Platform Guide)
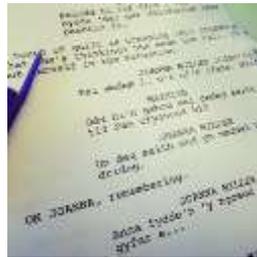
<u>General use;</u>

Strength: Posting Images (Picturesque or well photographed informal images).

Post Frequency: 1 - 4 times a day.
Exception being when a campaign creates a lot of content, you can post 1-10 times a day so long as the content is engaging. (e.g. gigs, festivals or shows).

<u>Images;</u>

- Images should always be picturesque or informal (e.g. 'selfie' style).

- Avoid stock images or static campaign photo shoot images.

- Do not use branding on images. (e.g. No TX information or logo on images).

- If filters are used it must represent the mood and enhance the image.

- Where possible, keep images square.

<u>Videos;</u>

- When video is used, try using a stylistic element where possible.
  e.g. The use of 'slow-motion', 'Boomerang' or 'Hyperlaps'.

- Videos should be kept short (around 10-20 seconds).
  Exception being when a piece of content can retain the interest of an audience for longer.

- Avoid using Promo videos.

<u>GIFs;</u>

- GIFs should be avoided on "S4C" accounts.

Messages;

- Messages should be short (less than 50 characters per language) – not including hashtags.

- Messages should always include as many hashtags as possible.
  As sharing is not as easily accessible on Instagram, using hashtags is a main avenue for new following.
  Hashtags can be added as a comment to save space in the message.

Snapchat (Platform Guide)

General use:

Strength: Sharing informal images and video with native captions, text and emojis.
Best used at live events and festivals.

Post Frequency: 1 story a day. Including 3-15 items (mix of images and videos).
Try and keep stories true to a single campaign. Don't mix programme/projects/themes within a story.

Images;

- Images should be playful and informal.

- Images should include text, emojis or fun native items/tools where possible.

Videos;

- Videos should be playful and informal.
  Good practise to use the native video, as uploading content can be tricky and uncharacteristic of the platform.

- Videos are limited to 10 seconds, meaning that content needs to be interesting and engaging.

- Videos should include text, emojis or fun native items/tools where possible.

GIFs;

- Should be avoided as uploading is difficult.

Messages;

- Messages on screen should be as short as possible.

YouTube (Platform Guide)
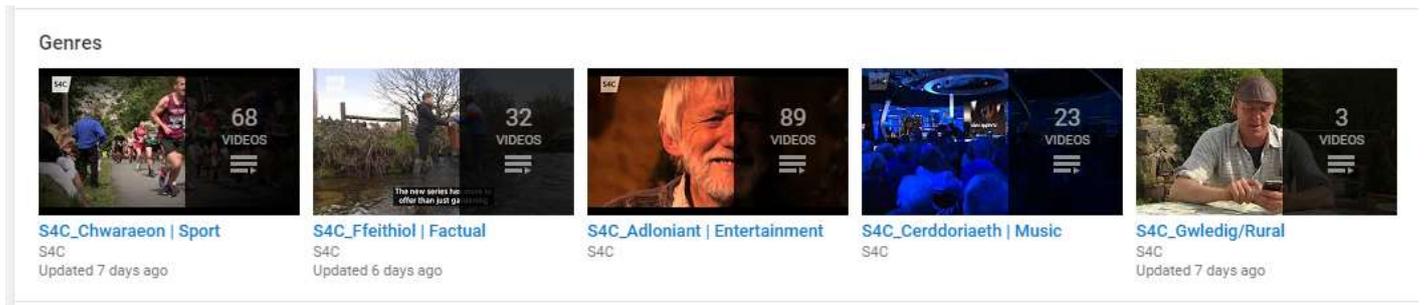
General use;

Strength: Longer videos. (Also: Archiving video content for long term viewing).

Post Frequency: 1-3 videos a week.

Images/Thumbnails;

- Thumbnails should be interesting and represent the content in the video.
  (Thumbnails can be branded to correspond with your brand).

Videos;

- YouTube should be used as a 'channel' based platform to engage with subscribers.
  Where this is not possible it can be used as an effective archiving tool due to its search engine.

- Good practise is that content driven videos should be no more than 5 minutes or less in length for S4C content. It's advised to keep videos as short as possible to keep audiences watching through until the end of a video.

GIFs;

- Avoid using GIFs or short videos on YouTube.

Messages/Titles/Description;

- Titles should represent the video content, be short in length and consistent with other title formatting where possible.

- The first two lines of the description are the most important as they are seen underneath the title. All other lines are only accessible by clicking the 'see more' option.

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Live Streaming (Platform Guide)

Strength: Enabling streamed material to be shared on social media.

Post Frequency: Corresponding and balanced out with Facebook posts. (1-4 a day).

Facebook Live;

- Facebook live content should be produced material where possible. (E.g. direct interviews, TV programmes or presenting to camera).

- Always use an external microphone to create high quality sound.

Periscope;

- Periscope live videos can be informal and more indirect. (E.g. capturing a gig or event from the audience perspective).

- Always use an external microphone to create high quality sound.

YouTube;

(As S4C uses the website for closed streaming, YouTube is not often an option).

- Content should be produced material where possible. (E.g. direct interviews, TV programmes or presenting to camera).

- Content should be longer than 10 minutes in length.

- Always use an external microphone to create high quality sound.

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Snapchat Guide (When using @S4Cymru)

Good Use Generally

When using S4C related Social Media platforms these basic 'good uses' should be followed:

Snaps = An individual item of content shared on snapchat.

Stories = The collective 'Snaps' that have been selected to be used in a 'Story'

- The goal should always be to create an interesting 'Story' through a collection of 'Snaps'.

- A 'Story' should number between 5-10 'Snaps' for general programmes.

- A campaign that runs for a whole working day should have a 'Story' that numbers between 8-15 'Snaps' – spread out throughout the day.

- All 'Snaps' (images and videos) should be posted as 'portrait' (long, top to bottom) unless stylistically appropriate to do otherwise.

- Numerous techniques should be used during a 'Story', without duplication of techniques on consecutive 'Snaps'.

- The quality of images or video used in 'Snaps' should be of an acceptable standard.

- You should not post any items of content that is racist, which cause harassment or discriminate or which are libellous, which amount to bullying or which cause offence etc.

- Where possible, Snap Codes should be used to promote the use of Snapchat.

- You should not reply or contact any individual on the platform, unless previously agreed in writing with S4C.

Good Practice Generally

When using S4C related Social Media platforms the following 'good practices' should generally be followed:

- You should avoid saying anything on Social Media sites that you would be unwilling to state publicly on television or in a newspaper.

- You should not make any comments that are racist, which cause harassment or discriminate or which are libellous, which amount to bullying or which cause offence etc.

- You should not share any confidential information including the personal information of any individual or confidential details about S4C or the S4C programme or your business.

- You should not breach any third party copyright for example when copying photos, music or video.

- You should not mislead the public, act in an unlawful manner or promote any unlawful act.

- You should not behave in an aggressive manner towards individuals particularly when discussing S4C content and/or activities. You should respond to any criticism in a measured way.

- You should consult S4C before responding to any complaint about S4C or a S4C programme or service.

- If you have commented, and are then unsure as to whether it was appropriate to make and believe that it could impact on S4C, this should be brought to your manager's attention as soon as possible, even if the comment has been deleted. Whether to bring the circumstance to the attention of S4C is a matter for the manager.

- Simply, if you are unsure as to the suitability of what you are about to publish, do not publish it.