



# Young Skål International

## Social Media Guidelines (Admin)



- The admins will follow the user's guidelines and the social media strategy defined by the committee during monthly meetings. The admins also have the following duties.

### Facebook Page

- Admins are Erhan Us (YS Turkey President), Altan Demirkaya (Young Skål Vancouver Ambassador) and Eda Kayhan (Young Skål Marmara). All other admins except a blue member (as a guarantor) must be removed to prevent any conflicts. Only YS admins can manage, post and share on the page.

**Content:** Admins' duty except creating the content are following #YoungSkål -hashtags- and share the related posts accordingly. In case of any negative content (posted by facebook users), first step is getting a screenshot and the second one is the admins' initiative according to the post.

**Other:** All other social media accounts of YS should be embedded -as a tool- to the page as twitter (is founded) and info mail of YS International.

### Facebook Group

- Admin is Sonia Marceca (Young Skål Lombardia) for the Facebook Group. All other admins except a blue member (as a guarantor) must be removed to prevent any conflicts. Only YS admins can manage the group.
- Group Privacy will remain as Closed Group.
- Membership and post approval, editing photo albums, uploading related files are the admins' responsibilities. Admins should communicate and coordinate with related clubs and skalleagues.

### Twitter

- Admins are Altan Demirkaya (YS Vancouver Ambassador) and Erhan Us (YS Turkey President). All other admins except Brian Donnelly (as the creator and a guarantor) must be removed to prevent any conflicts which may rise from admin number. Only YS members can manage, post and share on the account.
- Check twitter statistics monthly and make sure to modify your twitter plan, if you are increasing the number of followers. Eda Kayhan will report to Altan and Erhan at first, and after selecting an appropriate format, it will be forwarded to the committee.
- Retweeting from a personal accounts is not a professional way to manage an account.
- Admins' duty except tweeting is following #YoungSkål -hashtags- and retweeting the related posts. In case of any negative mention is tweeted; first step is getting a screenshot and the second one is the admins' initiative according to the post. Adding the city to the post makes the post seem more professional.
- Admins should cover the time frames for tweets according to their time period of local time.

### LinkedIn Group

- Admins are Sara Vitali (YS Lombardy) and Rosemary Okaka (YS Kenya). All other admins except Brian Donnelly (as the creator and a guarantor) must be removed to prevent any conflicts which may rise from admin number. Only YS members can manage, post and share on the account.
- Sending invitations, announcements, messages, editing and creating group rules are the responsibility of the admins.

The social media committee and starting group of admins is formed by the young members mentioned in this document. The committee can be reached via email writing at [young-skal@skal.travel](mailto:young-skal@skal.travel) or directly in one of the social media channel mentioned.