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MANCHESTER
SUPPORTING THE CAMPAIGN
SAFELY
I am
greater

SOME GUIDANCE

As our campaign features young people including those under 18y, we want to make sure all content and assets are shared responsibly and safely to protect the people featured, reduce any opportunities for harmful interactions, and keep the focus on our campaign message.

We'd appreciate all our supporters help in making this campaign a safe and positive experience for all involved. To ensure this, we've created this simple safeguarding guide for our campaign supporters to refer to alongside their standard safeguarding online practices to help ensure we're all working to safeguard the people involved as much as possible.



I am greater

SHARING CONTENT

SOME GUIDANCE

01. Do not reveal any additional personal information alongside the signed off assets
Always use the approved assets as supplied, without altering them. When names are not mentioned in content, please do not include them in supporting copy or captions, or add surnames to any copy. Similarly please never include any schools or colleges, or anything that might identify or locate a young person when sharing content.

02. Choose the safest comment setting
Whilst we love engagement on campaign content, it's only safe if there is a monitoring process in place. If in doubt, turn comments off. If comments can't be or aren't turned off, always ensure someone is responsible for moderating them ongoing.

03. Only use approved tags
Only tag people or accounts supplied and approved in the campaign plans. Our official accounts and partner tags will be included alongside assets.

04. Focus on the campaign
Use your best judgement to keep captions focused on the campaign, as opposed to the featured young people - this can help avoid any unnecessary attention towards those featured.

05. Use official campaign content, links and calls to action
We have to be careful where we're directing young people and what we're asking them to do. Do not invite children or young people to share personal information, images or private messages - we're directing them to explore opportunities via I am Greater or an official partner organisation page.

06. Do not use campaign imagery for unrelated content or commercial purposes
The imagery and the people involved and featured have agreed specific usage terms - please only share the imagery and assets for uses linked to the campaign and never for any commercial purposes or paid media.

07. Changes can happen
Sometimes people can change their minds to usage - and especially with young people, we have to respect this. If an asset is withdrawn or you are asked to remove it, please help by taking it down promptly.

MONITORING COMMENTS

We have to safeguard the young people and furthermore everyone involved in the campaign. One of the ways we can do this is through protecting them from abuse.

If comments are turned on within any social media posts, please monitor them carefully in able to be to quickly delete or hide any that are:

– negative about the young people or workers featured
- abusive, bullying, discriminatory, sexualised or threatening
– focused on a young person's appearance
– sharing or asking for personal information
– trying to identify a young person featured
– encouraging harmful, illegal or unsafe behaviour
– spam, trolling or contain any concerning comments

We always recommend not arguing with a harmful commenter. It's better to use the platform's hide, delete, block and report tools as appropriate, and escalate serious concerns to your organisation's safeguarding lead.

SAFEGUARDING CONCERNS

Finally if a child or young person discloses something concerning while engaging with the content, or if a comment suggests someone may be at risk, alongside your own safeguarding processes, please consider the following:

1. Escalate, don't investigate. Avoid asking detailed or leading questions. Follow your organisation's safeguarding process promptly.

2. Save the necessary information. Keep a record or screenshot only where needed for safeguarding or reporting. Handle information securely in line with your organisation's procedures.

3. Use emergency routes where needed. If there is an immediate risk of serious harm, contact emergency services right away.



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FOR ANY ADDITIONAL SUPPORT, PLEASE EMAIL GMVRU@greatermanchester-ca.gov.uk

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