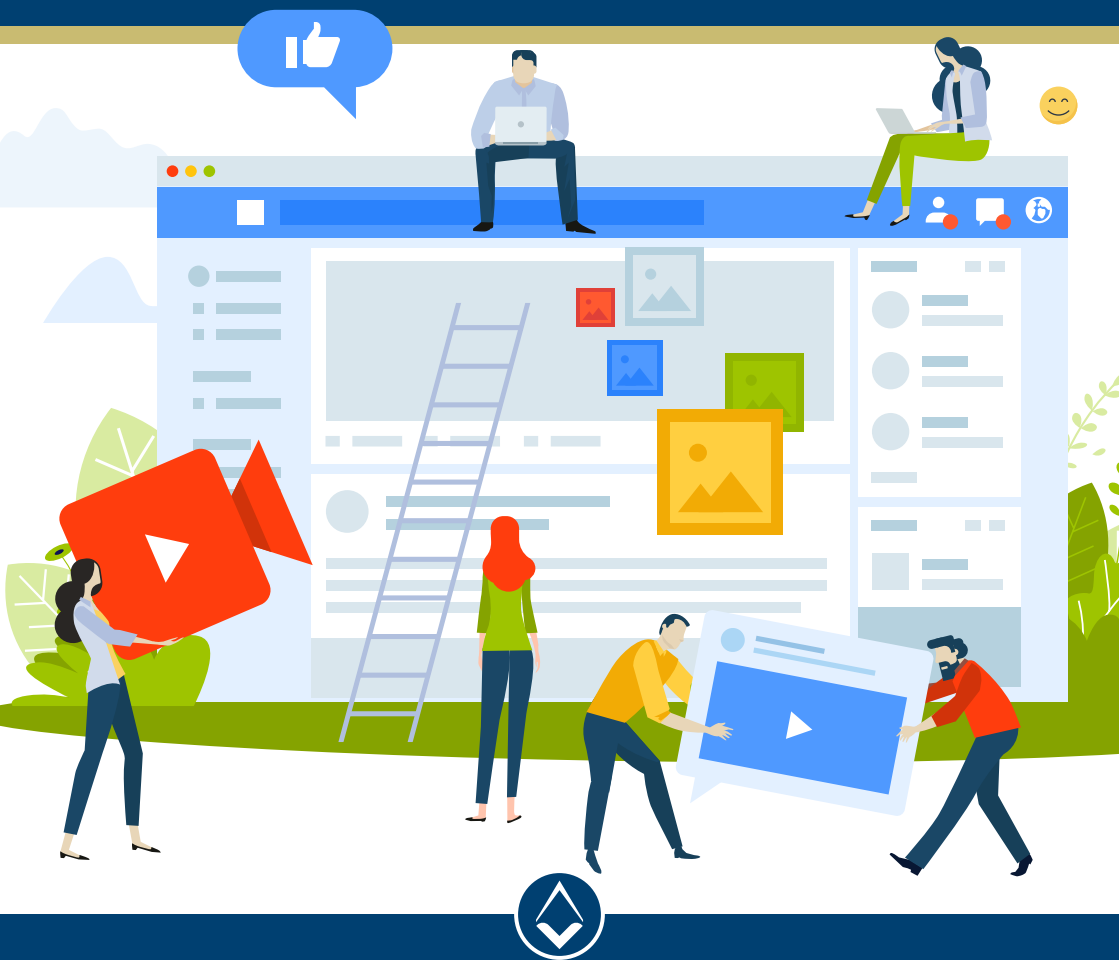




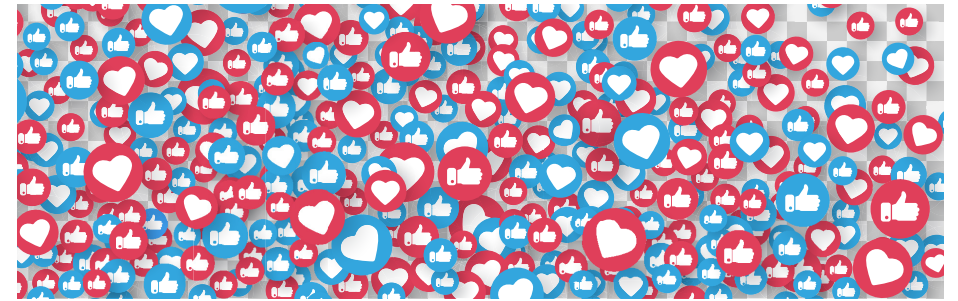
UNITED GRAND LODGE
OF ENGLAND

SOCIAL MEDIA TOOLKIT



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INTRODUCTION AND SOCIAL MEDIA AT UGLE

Social media is an integral part of communications and shows no sign of decreasing in its popularity in the future.

At the United Grand Lodge of England, we are committed to providing interesting and engaging content across our social media channels. We currently have an active presence on Facebook, Twitter, Instagram and YouTube.

As a membership organisation, we have a unique position when it comes to social media. We must provide content for our internal membership (Grand Lodge meeting live updates) and other informative content for an external audience, with the aim of increasing public awareness of Freemasonry and improving public perception.

Shaun Butler (Deputy Director of Communications and Marketing) has met

many of you whilst delivering our UGLE Digital Workshops and the new UGLE Communications Academy has the aim to assist Provincial Communications Team with social media and other areas of communications. So far, we have seen some very pleasing results from this exercise, such as numerous creations of new social media accounts and improved content on existing pages.

In this guide, we have set out to provide a range of tips on Facebook, Twitter, Instagram and YouTube. We hope that these assist you to create and post high-quality and engaging content for your followers.

Good luck!

The UGLE Communications Team



SOCIAL MEDIA STATS

Social media is constantly expanding – and many are great tools to reach audiences previously thought to be unreachable to us. There is certainly a gap for Freemasonry across all of these platforms. We have something unique – and people want to know more about it!

Here are some general stats about social media which hammer home the important role that it plays in society today.



The **AVERAGE** daily time spent on social is **151 MINUTES A DAY**

77%

of Twitter users feel more positive about a brand when their Tweet has been replied to

PEOPLE AGED **55-64** ARE MORE THAN TWICE AS LIKELY TO ENGAGE WITH BRANDED CONTENT THAN THOSE 28 OR YOUNGER

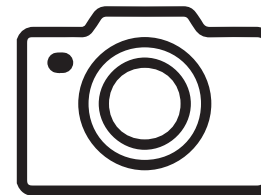
500,000

FACEBOOK ADDS 500,000 NEW USERS EVERY DAY; 6 NEW PROFILES EVERY SECOND

Over **1.3 BILLION** photos are shared each day to Instagram



PEOPLE NOW WATCH **1 BILLION** HOURS OF YOUTUBE VIDEOS EVERY DAY



70%

of Instagram users are younger than 35



2.1 BILLION USERS



2 BILLION USERS



2.85 BILLION USERS



1.3 BILLION USERS



145 MILLION DAILY USERS



There are **4.62 BILLION** active social media users



FACEBOOK

As a masonic Facebook page, we recommend that you should primarily use a public Page for content. Any Facebook user can then see and engage with your content. Private groups do have a place on Facebook and could be of use, but we recommend that these are only used for administration and not for wider public use

Each page should like the United Grand Lodge of England page, as well as Freemasonry Today, Supreme Grand Chapter and Freemasons' Hall. By doing this, you may see content that you would like to share on your own pages.

YOU SHOULD ALSO TRY TO DRIVE AS MUCH TRAFFIC AS POSSIBLE TO YOUR PAGE THROUGH LINKS ON YOUR WEBSITE AND OTHER SOCIAL MEDIA.

The setup of your page is also very important – you should use a recognisable logo/Provincial banner which stands you out from others. Alongside this – use a simple username that allows people to find you easily. For a Province, we recommend

using: Provincial Grand Lodge of ***** as the page name, and @*****Freemasons as the username. This means that if somebody wants to search for you on Facebook, they can find you as easily as possible.

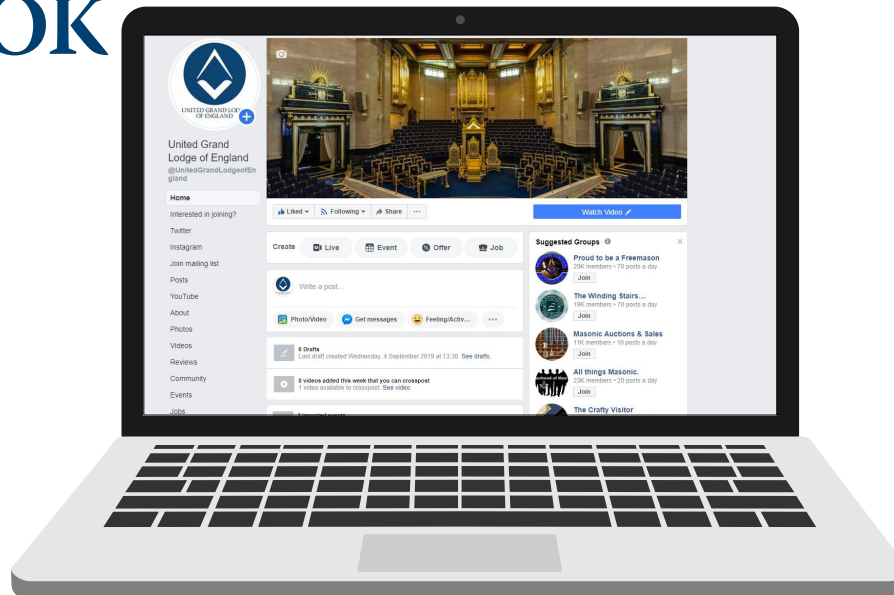
You should also try to drive as much traffic as possible to your page through links on your website and other social media.

We believe that quality over quantity is the best way forward on Facebook. Well put together posts with high quality images should be the aim for each post to maximise the likelihood of converting curious visitors to the page in to potential new

members.

The tab section on your Facebook page is also important and allows you to prioritise where you would like visitors to go after they have visited your page. If you would like them to go to your Interested in Joining form on your website, you can place this at the top of your tab list, which can be amended through your page settings on Facebook.

Facebook also has a scheduling tool for posts. This allows you to create content in advance and queue them up to avoid any rushes or panic to post time-heavy material.



FIVE TOP FACEBOOK EASY-WINS

- 1 Use a recognisable picture to make your Province stand out:** This should be high resolution. First impressions count!
- 2 Complete the About section:** This is your opportunity to tell the viewer everything that is great about your Province, as well as some interesting background information on its roots.
- 3 Use analytics:** Facebook has some handy analytics tools that are straightforward and easy to use. Use these to find out when your page followers are most likely to be online in order to maximise the reach of your posts.
- 4 Image quality:** Images on Facebook need to be as high quality as possible in order to compete for the attention of Facebook users. If the image is of poor quality, it is unlikely that those visiting your page will want to find out more about what the picture represents.
- 5 Quality not quantity:** This is a key rule for Facebook and can affect how the Facebook algorithms prioritise content on user's pages.



MORE FACEBOOK FACTS

35



The average user spends 35 minutes on Facebook a day



270

There are an estimated 270 million fake Facebook profiles

60m



There are 60 million active business pages on Facebook



2.449bn

There are 2.449bn billion monthly active users.

1bn



Over 1bn of those are mobile-only users.



TWITTER

As a Provincial/Lodge Twitter page, there will be plenty of opportunities for engagement with members and non-members alike.

Twitter is very 'in the moment'. One minute a topic could be trending worldwide and the next minute it could have disappeared! That is the nature of the beast and it is important that we maximise the potential of these opportunities. We always look out for topics that we could relate to Freemasonry. Always be wary of hashtags that you may be able to link to Freemasonry!

Engagement is very important on Twitter – so it is important that you are talking to users and retweeting their content. This will make them more likely to continue to engage with your page.

WE USE #FREEMASONS ON ALL OF OUR POSTS TO MAKE SURE THAT WE ARE REACHING THOSE WITH AN INTEREST IN OUR CONTENT, BUT WHO MAY NOT CURRENTLY BE FOLLOWING US.

Brand identification is also important on Twitter to make sure that you are easy to find for people trying to find out more. We use #Freemasons on all of our posts to make sure that we are reaching those with an interest in our content, but who may not currently be following us. It's also a good way to collate

#brethren #brotherhood #camera #fraternity #freemason #freemasonry #freemasons #grandtemple #historic #history #instadaily #instagood #masonic #masons #open #photography #photooftheday #special #temple #UGLE

tweets from masonic accounts and monitor lodge content. We tend to limit ourselves to one hashtag per tweet – although the rule of thumb is generally two maximum.



TOP FIVE TWITTER TIPS

1 Make sure your page is instantly recognisable – people tend to be more impatient on social media and we need to make sure that we are as accessible as possible. Do this by using Provincial branding and an engaging bio.

2 Tweet at the right time: It is likely that you will gain followers from across the world, so it is useful to experiment with different times to find out when you get the best engagement on your tweets.

3 Use of high quality photos: Make your content as visually appealing as possible with use of high quality images.

4 Use of scheduling tools: Tools such as Hootsuite can be used to schedule content. This can make more busy periods easier as you can write tweets in quieter periods to avoid stress in busy times!

5 Define your strategy: What do you want to achieve from the page? Is your main focus on recruitment? Know this before you launch your page so that your messaging is clear.



MORE TWITTER FACTS

500m There are 500 million Tweets sent each day. That's 6,000 Tweets every second

77% 77% of Twitter users feel more positive about a brand when their Tweet has been replied to

500 million people visit Twitter each month without logging in



INSTAGRAM

Instagram is a photo-based platform. Its simplicity and its users represent a new audience for Freemasonry.

As with other social media platforms, it is vital that your page looks clean and professional. Your Instagram handle (name) is what stands you out – so try and make sure that this is easy to find for those that may be looking for your page.

Instagram is a very visual platform, so make it work to your advantage. Save your best images for this platform that really showcase the best parts of your Provinces. Keep in mind the

SAVE YOUR BEST IMAGES FOR THIS PLATFORM THAT REALLY SHOWCASE THE BEST PARTS OF YOUR PROVINCES.

image that you want to project to users about your Province and use this to decide which content you post. Have a look at more established Provinces to see how they utilise the app, as well as the UGLE page: @unitedgrandlodgeofengland.

You should view hashtags on Instagram as signposts that



help people navigate their way to different content. At UGLE, we use around 13 hashtags on each post to make sure that we are reaching as wide an audience as possible. We would however advise against going too far beyond that – as you should try to avoid the hashtags becoming the centrepiece of the post. Perhaps save your regular hashtags in the Notes section

of your phone and then simply copy and paste them in when you're about to post!

We recommend that you also link to your Instagram page on your website. Although Instagram is primarily a mobile app, people are often looking online through their mobiles and this is a good opportunity to promote the fact that your Province is engaging in new technologies.

TOP FIVE INSTAGRAM TIPS

1 Brand identity: As with the other platforms – try and make your page stand out from the others! Use Provincial branding to achieve this where possible.

2 Think through which hashtags you use: Ask yourself – what might people that could be interested in my content also be searching for? This allows you to make your content as targeted as possible.

3 Post at optimal times for your audience: Be aware of when most of your followers are likely to be online and engaging with content. Experiment with times to work out when this is.

4 Tag relevant accounts: If there is a connected account referenced in the post, make sure you tag them in it to maximise the reach of your post.

5 Use the stories feature: The stories feature on Instagram allows you to add music and graphics to images – and it is free to use. Utilise this feature to make interesting and engaging content.



MORE INSTAGRAM FACTS

More than **40 billion** photos have been shared in the Instagram history.

40bn

32%

32% of all **Internet users** are on Instagram.

59%
59% of internet users between the **ages of 18 and 29** use Instagram.

#12.6%

It's estimated that posts that include **at least one hashtag** gain **12.6%** more engagement.

Every month, there are over **16 million** Google searches for "Instagram."

16m



YOUTUBE

YouTube has been around for a long time, having been released in 2005 it is one of the oldest social media platforms still running.

YouTube serves as a hosting platform for all your video content. The videos you post on YouTube can be discovered ten years from now, giving your content a much longer shelf life than other platforms like Facebook and Instagram, which will only last for a few days.

Ensure viewers can easily find your channel by ensuring your YouTube username and handle (account name) is consistent with your username on other platforms.

BE SURE TO USE A RECOGNISABLE LOGO/ PROVINCIAL BANNER AS A DISPLAY PHOTO.

When using YouTube, quality will always trump quantity. Success is measured by the number of subscribers (followers) and how many minutes of your content was watched. Always check your video and audio quality before you upload a video.

Being organised on YouTube

helps subscribers find your content more easily. Upload videos with short and clear titles, and when writing the descriptions for the videos, remember that some of your audience may not be Freemasons, so help them out by explaining what's going on in the video.

Another good habit is to organise your videos into

playlists. You can add headings and subheadings to each playlist to better explain your content to your audience.

AN ORGANISED CHANNEL HELPS TO REDIRECT VIEWERS TO OTHER CONTENT THAT YOU HAVE POSTED.



FIVE EASY YOUTUBE WINS

1 High Quality: Ensure your video and audio quality is top notch. The better your content is, the more your followers will watch.

2 Make sure it is easy to find: Make content that is good for the users and for search engines. Short, explanatory titles and video descriptions will make your content easier to understand for new members and non-Masons, but also easier to find on the platform.

3 Be on the look out for new content: Search for ideas on your peer's accounts. The comment section is often the most useful as users may give suggestions or feedback.


4 Keep your content evergreen: Stay away from trends. Focus on posting content that will be always be relevant to your audience, as trends go out of fashion very quickly.


5 Redirect your traffic: Ensure your YouTube account links back to your website and other social media accounts for your followers to reach you more easily.




YouTube MORE YOUTUBE FACTS

1.7bn 
YouTube has 1.7 billion unique monthly visitors.

19 
Visitors spend an average of 19 minutes a day on YouTube.

99% 
99% of YouTube users are also on other social media platforms.

2nd 
YouTube is the world's second-most visited website.

81% 
81% of internet users have used YouTube



SOCIAL MEDIA POLICY

Social media platforms have become an increasingly popular channel for communication in the 21st century. They provide ways to share content with a wide audience, and as such are excellent tools for sharing information about Freemasonry and Masonic activities. However, as with any powerful tool, social media needs to be used with caution, as incorrect use can have a damaging impact on Freemasonry's public image, and therefore on Freemasonry itself. This document has been written to assist individuals and Masonic units to use these platforms effectively, confidently, and within the compass of propriety.

SOCIAL MEDIA AND FREEMASONRY

This policy applies to posts made by Freemasons on all social media platforms, whether those platforms are open to the public (such as Facebook and Twitter), or just to Freemasons (such as Porchway, a web-based portal set up by the Metropolitan Grand Lodge of London). The term 'post' refers to any action taken on social media, whether sharing original content, making a comment on content someone

else has shared (including 'liking' Facebook posts and Tweets), or re-sharing content to one's own connections.

Masonic websites do not fall within the scope of this document. The reason for

this is, broadly speaking, that web content is static: the creator of the website adds content which can be viewed by others, but not significantly interacted with. While websites provide a one-way method for

dissemination of information, social media platforms are by nature vehicles for conversations about any content shared, as anything posted to them can be commented on or re-shared to other members' networks.

The purpose of this document is to emphasise the highly public nature of social media channels, and ensure Freemasons use these powerful channels for public conversation in a responsible way.

DIGITAL AMBASSADORSHIP

As a citizen every Freemason has a duty not to engage in conduct which is contrary to the law of the land. As a Freemason he also has a duty not to engage in activity which may bring Freemasonry into disrepute. - Excerpt from Rule 179 of the Book of Constitutions

In the current political climate, it is more important than ever that Freemasons

IN THE CURRENT POLITICAL CLIMATE, IT IS MORE IMPORTANT THAN EVER THAT FREEMASONS ARE ASSURING THAT THEIR POLITICAL BELIEFS AND THEIR MEMBERSHIP OF FREEMASONRY ARE NOT CONFLATED.

are assuring that their political beliefs and their membership of Freemasonry are not conflated. On social media, this is particularly prevalent and we advise that members take every step necessary to make sure that political beliefs are not posted or shared on masonic accounts. Such an action brings



Freemasonry into disrepute by undermining the key fact that Freemasonry is a non-political organisation.

It is important to note that any interactions a Freemason has on social media may be visible to anyone in the world, for, while it is possible to restrict the audience of one's posts, it is not possible to control how someone will react to them. A

AS FAR AS SOCIAL MEDIA ARE CONCERNED, EVERYTHING ONE DOES OR SAYS IS PERMANENTLY RECORDED, AND THERE IS NO SUCH THING AS A TRULY PRIVATE POST.

private post can easily be shared and reposted publicly by anyone who has access to it. Even if an original post is deleted or edited, someone could already have shared it in its original form. As far as social media are concerned, everything one does or says is permanently recorded, and there is no such thing as a truly private post.

Therefore, acting as an ambassador for Freemasonry



online is part of a Freemason's duty. Rules (civic and Masonic) and expectations that apply to one's daily conduct apply equally within the digital sphere, as comments may be taken out of context and used as representative of the views of the United Grand Lodge of England.

Here is a list of behaviours and topics to avoid when posting on social media. These apply to personal accounts, as well as to accounts that individual Freemasons may manage on behalf of a Lodge, Province, District, or other Masonic entity. They apply to any Freemason who has identified himself as a

Freemason online, whether he is posting in Masonic or non-Masonic channels. This list is not comprehensive, but is intended to act as an introductory guide to topics or behaviours that are considered inappropriate for posting to any audience on social media.

KEY POINTS TO NOTE

When posting on social media platforms, a Freemason must not:

- Produce, link to, or refer to any content that is illegal, defamatory, or likely to offend others
- Cause or contribute to any hostile or unproductive arguments, or exercise any private piques or quarrels (that is to say, good-natured debate is fine, but one should be prepared to abandon the exchange if it ceases to be friendly)
- Discuss or allude to any of the Masonic Signs, Tokens, or Words (see the Obligation of the First Degree)
- Claim to speak for any Masonic body (e.g. a Lodge, a Province or District, a charity or committee, or UGLE) on whose behalf he is not expressly authorised to speak (for instance, membership of a Lodge in London does not give one the authority to speak on behalf of Metropolitan Grand Lodge)
- Identify anyone else as a Freemason without his explicit consent
- Contain any personal information about any Freemason without his explicit consent, such as address, telephone number, or anything else covered by the Data Protection Act 2018.
- Attempt to use Masonic channels as a vehicle for personal profit, or for any other form of self-promotion
- Criticise UGLE or any other legitimate Masonic authority





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