

Social Media Guidelines for Fundraising Groups

Audience Community Fundraising Staff & Volunteers			Version 1.2
Summary Guidance for social media use and best practice for volunteers. Includes a FAQ section			
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Why set up a social media account for your Fundraising Group?

Social media plays an integral part in all our lives today. It has become a popular, easy method of staying in touch with people you know and connecting with new people.

In the last few years, more and more people turn to social media for local information so using social media platforms, like Facebook and X (formerly Twitter), are great ways of making people aware of the work of your Fundraising Group and Marie Curie.

Social media is:

- An easy way for local supporters to find you
- A digital way to promote your events
- A new way to build relationships with local supporters
- Can help you plan future activities
- Can help raise awareness of Marie Curie
- Can publicly thank others for their support

For social media to be of the most value to your group, you must be prepared to invest some time in your group page – to engage in conversation, to answer questions, promote our services and to raise awareness of your fundraising activities.

As of September 2025, we recommend Fundraising Groups to create a **Facebook group** rather than a Facebook page going forward. Having a group allows you to engage and interact with other members of the group, creating more of a community feel for your members. Groups are also much less likely to be closed down, something which many pages have faced recently.

When setting up a new group or managing your existing page, it's really important to use a group photo as your profile photo and/or cover photo and not the Marie Curie logo.

These guidelines provide advice to help you use social media in your group's activities and engage current and potential supporters.

If you are setting up a new group page or need to add a new admin, please refer to our how to guide linked above.

Your Marie Curie contact can direct you to the national pages.

A few starting points

- Never post someone's photo on a social media site without their permission – always check before you share.
- Don't post comments about sensitive topics. If in doubt, it's best not to post!
- Don't make a Facebook profile, as this is for individuals rather than groups, and against Facebook's T&Cs. Use the page as described above.
- Everything you post stays online – think before you post something you might later regret.
- Before posting anything, it is often beneficial to have someone else have a look at what you've written for a sense check. If you're the least bit unsure about what you've written, contact your Community Fundraiser.

How to Post

Remember that social media is like any other social space and the same manners apply:

- Introduce yourself, be friendly and use an informal tone of voice.
- Be friendly, helpful, relatable and encouraging.
- Remember that when you post as a Marie Curie volunteer, you are representing Marie Curie and should be professional.
- Always be polite and take care to ensure your actions are similar to how you would speak to someone face-to-face.
- Try to be as grammatically correct as possible. Mistakes do occur so don't worry (you are human after all). Just correct them when you can.
- Respond to posts and questions in a gracious manner and construct posts as if you are speaking one-to-one. Remember you are having a conversation with a real person.
- Invite your own friends to join your group. Having more group members will allow you to interact with more people and make your group more engaging.

What to Post

Promoting your events is important, but social media provides other great opportunities to build links in your community too:

- Post regularly to keep your group interesting – aim to post something most days to keep Marie Curie in the newsfeeds and minds of your supporter.
- Avoid posting the same thing too many times in a row – you risk people getting bored and leaving the group.
- If you've posted a few times in a row, mix it up by sharing a story about a family we've supported instead (see below re. sharing).
- Include plenty of photos or videos on your page - a group photo of your volunteers or a group photo from a recent event looks great.
- You don't need to be a professional photographer to share photos on social media – we find smiling selfies work best on our national account! Close up images of people work best, rather than of objects or scenery.
- Look at the posts that have the most likes and comments – how can you share something similar again?
- Build relationships by listening and interacting with your group members.
- Reply to comments, ask questions, and continue the conversation.
- Publicise your page - remember to include the web address link for your social networking pages in your group's press releases or in any newsletters.

When to Share

- It is important people learn about the support given by Marie Curie. You'll find lots of stories on official Marie Curie accounts that you can share with your local supporters.
- If you see someone locally doing something great for Marie Curie, comment and thank them. Why not share it on your group?

Where to find inspiration?

- Check out our social media posts on our official accounts. You can share on your own accounts by clicking the share button.
- Follow other local pages in your area to find other events to get involved with.
- Get involved in local community pages where you can share your upcoming events.
- Make sure you read your email updates from Marie Curie.

Who deals with any issues?

- If you don't know the answer to a question, or you're not sure what to do about a post, please contact your Marie Curie contact or email the social media team at social.media@mariecurie.org.uk

- If you receive a question or enquiry from your local media, then ask them for their contact details and get in touch with them as you would normally.
- If you receive a post from any national media outlets, please let the PR Team know (media@mariecurie.org.uk or 0845 073 8699).
- As a general rule the Marie Curie community is supportive, helpful, friendly and respectful but occasionally negative comments can be added.
- **Be calm and don't react angrily to criticism.** If people give an objective critique, thank them for the feedback.
- Remember, your response reflects on the entire organisation so always respond in a calm and professional way.
- Please tell your Marie Curie contact about the complaint and direct the supporter to the complaints inbox – the below may help:

Hi, (name). We're really sorry to hear this. We are the local fundraising group in (location), and this is an unofficial Marie Curie page. If you pass on your comments here then someone from the organisation will be in touch:

<https://www.mariecurie.org.uk/who/feedback/comments-complaints>

- Keep an eye on what's being posted and remove anything inflammatory, offensive or annoying (such as spam). For example, any of the following:
 - Profanities/swearing, profane by association (i.e. every day words that make an intentionally rude sentence), racial/cultural abuse, bullying (personal insults), inciting violence, or abuse.
- If you think it's offensive, inflammatory or annoying, it probably is, and you should remove it. This also applies to photos, external links and video content.
- If you are unsure, please escalate it to your Marie Curie contact for a second opinion and use your judgment to decide whether to take it down or not.

Frequently Asked Questions

Below are some suggested answers for some questions you might be asked about your Fundraising Group. If you are at all unsure, please contact your Marie Curie contact for advice on how to respond.

How can I join your Fundraising Group?

Hi _____, thank you for your interest in joining our Fundraising Group! Please message us your contact details so we can get in touch with you. You can find out more about what a Fundraising Group does by looking at www.mariecurie.org.uk/get-involved/fundraise/local-fundraising.

How can I support your Fundraising Group?

Hi _____, thank you for your offer to support our Fundraising Group! There are many ways you can get involved, from helping out every now and then at an event or a collection to donating a prize. Please message us your contact details so we can get in touch.

How do I get involved and volunteer with Marie Curie?

Hi _____, thank you for wanting to volunteer! Would you be interested in joining our Fundraising Group (*if you have vacancies*) or helping out every now and then? You can find many other ways to volunteer online at www.mariecurie.org.uk/volunteering.

What does Marie Curie do?

Hi___, Marie Curie Nurses provide free care to people with all terminal illnesses in their own homes or one of our nine hospices.

Note: Use the following answer if your group is in a hospice area: Your local Marie Curie Hospice provides expert care and the best possible quality of life for people with terminal illnesses.

How do I get a Marie Curie Nurse and what is the cost?

Hi___, to get help from the Marie Curie Nursing Service speak to your GP, district nurse or discharge nurse. For more information on the Marie Curie Nursing Service visit www.mariecurie.org.uk/getanurse or call 0800 716 146

Marie Curie Nurses are free to patients and their carers. As a charity we fundraise to pay for our nurses. Each £23 we can raise pays for an hour of nursing care.

Document history

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