

## Our social media policy

Please use these guidelines **when posting to a GI-branded account or about the GI and its work on social media** or other online forums. This is about creating a constructive environment on social media when discussing the GI and its work, as well as making you feel comfortable online.

1. **Think before you post:** this is good practice in terms of thinking about the objective of your post and how to make it work, but especially important if you are reacting to something, starting or joining a conversation or voicing an opinion on a sensitive topic. Ask yourself: what conversation could this post start and is that my intention?

Always read your post back before publishing - that pause could be vital in certain situations, not to mention avoiding pesky typos.

2. **Don't post anything you wouldn't want quoted:** some people call this the BBC/boss/parent rule - don't say anything relating to the GI you wouldn't want to see quoted as part of an article or news broadcast (or that you wouldn't be comfortable saying in front of your employer or family).

If you are posting on or engaging with a potentially sensitive topic or something likely to elicit strong views online (politics or climate change, for example), think about how you might deal with the reaction and whether it puts the GI or its work at risk. You may be able to reword or reframe what you are saying to help avoid negative responses.

3. **Engage in relevant debate on GI areas of interest but stay on topic:** if someone else wants to get personal, walk away. This isn't about everyone agreeing on an issue, but about responding and engaging with people who are discussing the topic at hand and fostering a constructive conversation.
4. **Remember that you may be misunderstood:** character limits and text-based posts in particular often don't help us convey tone or context, so remember you can be misunderstood. This is another good reason to re-read your post before you send it.
5. **Give credit where it's due:** if you are sharing someone else's report, responding to an idea or reacting to someone's work, credit them and tag their account if appropriate. (If you are sharing it with a critical post, remember that tagging them could start a discussion or encourage others to get involved.)
6. **Commenting on donors or partners:** the GI wants to lead and participate in constructive discussion of all issues relating to TOC. The actions of donors and partners are a part of this and, therefore, up for discussion, but we should consider if

social media is the right platform for this.

If you want to critique the actions of a donor, funder or partner of the GI on social media, think carefully before you post – is what you are saying evidence-based? Are you endangering the work of colleagues and should you forewarn them? Is this a criticism that should be taken directly to the donor rather than aired publicly?

7. **Privacy:** respect the privacy rights of colleagues, partners and beneficiaries, particularly when posting photos and videos. Posting personal or identifiable information (including times, location and travel information) may raise safety and security concerns.
8. **Don't feed the trolls:** follow our best practice guidance for engaging with other social media posts and users and don't reply to accounts that are deliberately going off-topic or trying to derail a conversation.