

# sewa day social media guidelines



While all Sewa Day organisers and volunteers are encouraged to participate in Social Media, we expect everyone who participates in online commentary to understand and to follow these simple but important guidelines. These Guidelines cover all social media platforms including but not limited to:

- Social Networking Sites (Facebook, Myspace, Foursquare, LinkedIn)
- Micro-blogging sites (Twitter)
- Blogs (including company and personal blogs as well as comments)
- Video and Photo Sharing Websites (Flickr, YouTube, Picasa, Pinterest)
- Forums and Discussion Boards (Google Groups, Yahoo! Groups)
- Online Encyclopedias (Wikipedia)

## **Personal Usage: Connecting and networking with friends and colleagues**

- **Be Responsive:** If someone responds to something you've said, be responsive and follow-up quickly (e.g. 24 hours). If you say something in error, do not take down the post, simply go back and update it with the correct information.
- **Be Yourself:** Always be transparent about who you are and who you represent. Use your real name and picture and provide your own unique and individual perspective.
- **Build a Following:** Promote yourself by finding and sharing information that will be interesting to your friends and followers and useful for them to share.
- **Know that you are always "On":** Be sure to manage what and with whom you are sharing. Keep in mind that while we all have the occasional work or personal frustration, Facebook and Twitter are not the best venues in which to air them as those comments are available publicly.
- **Be Respectful:** You can have an edge without being obscene. Please, no remarks which are off topic or offensive. Always demonstrate respect for others' points of view, even when they're not offering the same in return. Never pick fights and always take the high road. If you are sharing a negative experience or commenting on a brand or individual, please try to do so in a constructive way. This applies in all languages!
- **Don't Respond to 'Trolls'** (someone who posts inflammatory messages to provoke an emotional response): even when you disagree violently with someone else's post, do not respond. You can report offensive posts to the Administrator.
- **Be Nice:** there may be newbies (new users) or young people to Sewa Day so pause before ticking off someone for suggestions or comments that you may have already encountered.
- **Full Disclosure:** Never talk about a product or organization in social media in exchange for cash or gift. If you receive a product or service to review for free, you must disclose it in your post or review.

- Always Give Proper Credit: It's OK to quote or ReTweet others, but never attempt to pass off someone else's language, photography, or other information as your own. All copyright, privacy, and other laws that apply offline apply online as well. Be sure to credit your sources when posting a link or information gathered from another source.
- Captioning & Tagging: is a useful way to add to the Sewa Day story so add captions and tags to photos and videos where possible.
- Think Ahead: Be smart about protecting yourself, your privacy and confidential information. What you publish is widely accessible and will be around for a long time so consider the content carefully. Google has a long memory.

**Please AVOID doing the following:**

- Broadcasting: messages about yourself, your company, your cause or your faith. Social media is about engagement and interaction (a two-way communication), not about broadcasting (a one-way communication).
- Duplicate and repetitive postings: annoy everyone and are counter-productive in the long run. Add more information if duplicate postings are necessary.
- Irresponsible tagging and sharing: avoid tagging or sharing your personal posts to Sewa Day unless it is directly related to Sewa Day.
- Wall posts on the Sewa Day page should be about Sewa Day, not as a notice board for anything else.
- Using the Sewa Day 'brand' as your own. While Sewa Day is a cause-related brand, open to volunteers to use, avoid building it into your own product or service e.g. in a music video, fashion label or documentary film. All copyright, privacy, and other laws that apply offline apply online as well and you should seek prior permission if unsure. All regional affiliations, partners or organisers should seek advice on how to use the Sewa Day brand in their locality.

Updated: 30th August 2012

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