



## AMNESTY INTERNATIONAL SOCIAL MEDIA POLICY

### Guidelines for staff who identify themselves as Amnesty International employees on social media sites or are recognized Amnesty International spokespeople

Social media platforms are a powerful tool for communicating Amnesty International's brand and campaigns. By being active in these spaces over a sustained period of time we will be able to engage supporters, activists and other interested individuals in an open and meaningful way.

We encourage staff to use these platforms in a professional capacity to share our stories via social media, where there is benefit.

It is, however, important to remember that social media platforms are essentially **public forums**. Anything said in the social media space is available to the world and could be re-quoted or taken to be official Amnesty International policy. Posts may also make Amnesty International legally responsible.

Whilst there are no hard and fast rules for using social media, there are a number of things that you should always bear in mind; don't be put off by them, it's mostly common-sense.

### COMMUNICATIONS GUIDELINES

1. **Be transparent:** If you regularly comment about Amnesty International or you are a recognized Amnesty International spokesperson, clearly identify your link to the organization. Distinguish between your personal views and those of Amnesty International, for example state in your Twitter profile "Tweets/views are my own." Make sure you answer questions with as much transparency as possible.

2. **Be engaging:** Fans and followers are engaged by your experience and expertise, combined with who you are. The most popular Twitter users sound like real people – the social media community knows how to spot PR and spin. You are not tied to only discussing human rights in their pure form; leaders, campaigners, lobbyists, designers – all posts possess a degree of specialism that provides a unique view of the issues that you work on.

There are no set styles or approaches to speaking on social platforms – the best thing you can do is find your own voice. It can vary vastly in tone, depending on your personality and role in the organization. Here are two different but equally engaging examples and why they work:



By using a rhetorical and direct tone @KenRoth is adding his voice to an issue which @HRW has not officially responded to. This keeps him relevant as a human rights expert – and as a result Human Rights Watch remains part of the wider conversation without the need for formal statements.



@jennyleong’s tweet about the @AmnestyOnline #fax50 action is individual and enthusiastic. It shows a genuine engagement with her work, appealing to her followers in a personable and exciting way.

Discuss issues that concern and engage you – and don't be afraid to talk about interests and opinions outside your field of expertise. When done in moderation this gives your followers a feeling of trust and honesty, which reverberates back to Amnesty International as a movement. Users who feel like they have access to the human side of a big organization have a longer and more committed relationship with that brand.

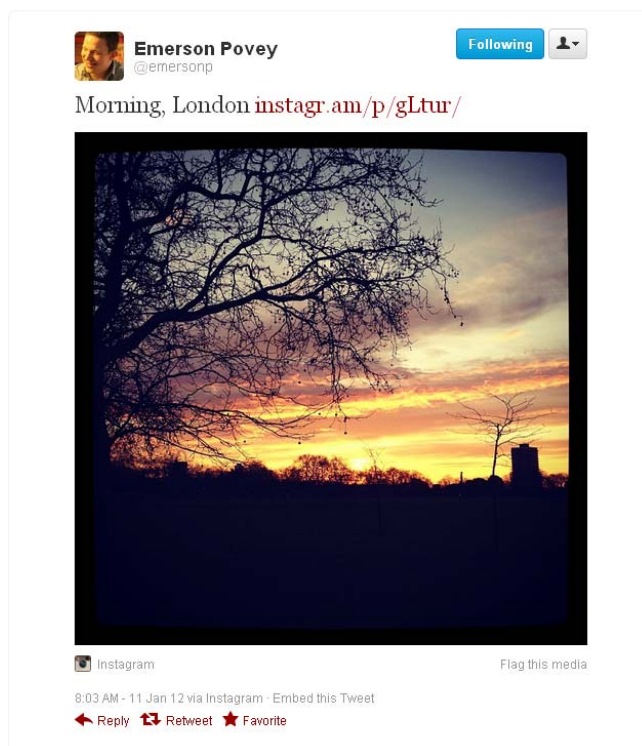
Whether you are having conversations with friends or recommending a great book, it’s an opportunity to show you have interests beyond your work. Some great examples include:



@jpmlynych helps out a fellow tweeter!



@Colmogorman shows that he is a lover of films and not afraid to voice his opinions.



@emersonp regularly shares his photos.

**3. Be responsible:** Use good judgement. Do nothing to damage Amnesty International’s standing as a non-partisan, non-profit organization or to otherwise jeopardize its reputation. Keep this statement in mind: if it doesn't feel right, it probably isn't.

4. **Be responsive:** Social media is a two-way conversation. Ensure you are engaged in a dialogue, not a monologue. Focus on constructive comments by recognizing and rewarding intelligent contributions.

5. **Act within the law:** If you break the law on a blog or microblog (for example, by posting something defamatory or in contempt of court) you may face legal (civil or criminal) proceedings. In some cases Amnesty International as an organization may also be held legally responsible, even if you state that opinions expressed on your social profile are your own. In appropriate cases such conduct may result in disciplinary action.

6. **Be non-partisan:** You may not advocate on behalf of a political candidate or political party if you affiliate your account with Amnesty International or are a recognized Amnesty International spokesperson.

7. **Respect copyright law and confidentiality:** Only post things you have legal permission to post. Remember to respect people's dignity and right to privacy when posting photos or videos footage without their permission.

8. **Be respectful:** Always remember to maintain a level of professionalism when dealing with dissenting opinions or attacks from your followers on social networks. Respect your colleagues and talk to people online as you would to "real people" in professional situations. Do not post anything you would not like to see quoted in the media. Try not to be overtly personal with responses and consequently, do not react in haste.

9. **Respond to mistakes:** If you make an error, do not delete your content as a solution – be up front about your mistakes and correct them quickly.

10. **Don't be baited:** It's easy to get into a heated argument on the Internet; there are people who will post inflammatory comments just to incite a reaction. By being thoughtful, remaining calm and only responding with measured comments you can openly deal with such situations. Seek support when you need it from your colleagues.

## CONTENT GUIDANCE

### OK TO POST

- Anything on amnesty.org or other official Amnesty International websites.
- Publicly available (and non-embargoed) Amnesty International press releases, statements or other publicly released information.
- Anything supporting Amnesty International's official positioning, campaigning and lobbying.
- Anything posted on Amnesty International's official social networks.

### MIGHT BE PROBLEMATIC

*Consult your manager or an appropriate member of staff before sharing this type of information.*

- Legislation or advocacy positions pending approval by Amnesty International.

### DO NOT SHARE

- Amnesty International financial information.
- Any sensitive or confidential information about people or organizations obtained in the course of your work for Amnesty International.
- Any employee information.
- Amnesty International internal communications.
- Endorsement of political parties or their candidates.

**If in doubt, don't post.**