THE GEPLE PROJECT

Gender Equality Political Leadership Education

How to: Developing a Social Media protocol

Social media is an excellent free way of getting your message out there. If you have a team member managing your social media accounts it is a good idea to have a social media protocol in place. It is also useful for your supporters to know how you want them to engage on social media.

Content from social media is increasingly picked up by the mainstream media and tweets or facebook posts can have unwanted consequences.

In order to protect your own reputation and that of your party/grouping/alliance (if you have one) we have a few pointers that you might find useful to share with your team.

DO's
- DO repost your candidate's posts
- DO promote upcoming events or activity around the candidate
- DO use twitter handles of the candidate when tweeting
- DO tag photos on facebook and hashtag on twitter

DON'T's
- DON'T criticise another party/group/alliance member or colleague
- DON'T use inflammatory, gratuitous, insensitive or offensive language
- DON'T think that sarcasm and comedy always translates well – it doesn't
- DON'T post comments which may be classed as bringing the candidate into disrepute
- DON'T play the woman/man – play the ball. You don't have to get personal to make a point
- DON'T allow yourself to get wound up – think before you post
- DON'T post anything online that you would not be happy to see published on the front page of your local newspaper

REMEMBER: H.A.L.T – don't post on social media if you are Hungry Angry Lonely or Tired all of which will impact your judgement