



SOCIAL MEDIA POLICY

INTRODUCTION

This Policy, created by the UPP Communication and Fund Raising Department (C&RF) together with the UPP Executive Director, means to orient on the best practices to maximize our impact in sensitization and testimony efforts, contemporarily to guaranteeing standard protection to all people and communities involved and implied in UPP public communication, not leaving behind the necessary uniformity and recognition for the style, the narrative and the contents that an organization shall ensure throughout its tools and instruments.

SCOPE

This Policy applies to each person or communication tool that is associable to UPP: staff (permanent, semi-permanent, temporary, occasional), consultants, volunteers, members, delegations, vendors and suppliers, partners and partners' staff in common initiatives.

This Policy covers the followings:

1) Official UPP accounts and associable ones, such as:

- Institutional Accounts and Pages;
- Facebook Country-Pages;
- Facebook Project-Pages;
- Facebook Thematic Pages;
- Facebook Pages of our Committees and Groups;
- Youtube channels; Instagram and LinkedIn profiles, Twitter accounts, and any other user profile on other social media.

2) Personal Accounts, such as:

- Personal Accounts of those who decide to advertise their role at UPP;
- Personal Accounts of those who decide not to advertise their role at UPP;
- Personal Accounts of those temporarily invited, involved or contributing to UPP work, initiatives, projects, campaigns, conferences etc. regardless of the advertisement on their direct involvement (Es. occasional volunteers, official delegations members; trainers, external consultants, international testimonies to conferences and similar meetings, etc).

For personal accounts, UPP provides a graduated approach in ruling upon the degree of role advertisement and representativeness of the person as well as of sensitivity of the subject or image, in the following section "Procedures".

"Social media" are:

- Facebook;
- Instagram;
- Twitter;
- YouTube;
- Flickr, LinkedIn and similar;
- Blog, Online Community, public platforms,



- Whatsapp, Messenger, Telegram and similar.

PRINCIPLES

The aims of this Policy are:

1. Ensuring the privacy and security of those receiving UPP services or collaborating with UPP toward social and political change;
2. Circulating and enhancing the best practices by robustly combining the priorities of protection and sensitization/testimony;
3. Articulating UPP Standard of Conduct (CoC) into UPP's and associates' communication practices through Social Media.

In general:

UPP encourages the approach of *brand ambassadoring*, which consists into the spreading of UPP efforts and action by the magnifying use of individual channels of staff, members, volunteers, etc.

The *ambassadoring* shall guarantee throughout the respect of all standards of conduct that ensure protection of communities and persons.

UPP strives for ethical communication that consists in **ever enhancing the dignity of each person harmed by conflict, which resumes in highlighting UPP support to the potential for or the ongoing concrete efforts of locals to improve autonomously their condition.**

Anyone associable to UPP (staff (permanent, semi-permanent, temporary, occasional), consultants, volunteers, members, delegations, vendors and suppliers, partners and partners' staff in common initiatives) shall respect for the relevant part the ICRC Code of Conduct (annex 1) and UPP Standard of Conduct (hereinafter CoC - annex 2) in UPP HR Manual (paragraph 4.3.1.).

In particular, in the field of social media and regardless of the degree of involvement or representativeness and responsibility at UPP:

- Standard of conduct ICRC, point 10:

"In our information, publicity and advertising activities, we shall recognize disaster victims as dignified humans, not hopeless objects.

Respect for the disaster victim as an equal partner in action should never be lost. In our public information we shall portray an objective image of the disaster situation where the capacities and aspirations of disaster victims are highlighted, and not just their vulnerabilities and fears. While we will cooperate with the media in order to enhance public response, we will not allow external precedence over the principle of maximizing overall relief assistance. We will avoid competing with other disaster response agencies for media coverage in situations where such coverage may be to the detriment of the service provided to the beneficiaries or to the security of our staff or the beneficiaries."

- Points 28, 14, 22, 25, 12, 7 of UPP Standard of Conduct:

28) "To ensure the behaviour and conduct within and out of working hours is coherent with human rights, UPP principles, code of conduct, protecting UPP's image and reputation;"

Avoid publication and spreading of hate speech, fake news, violent messages, inappropriate personal images of minors and adults, with higher safeguard for minors when it comes to bareness and intimate gestures and behaviours.

14) "Not to exploit personal images of beneficiaries, colleagues and partners staff for any purpose;"



It is forbidden but by a specific written authorization by the concerned person, to publicize and spread, either through personal or institutional social media accounts and pages, the personal image of people met across and thanks to UPP's initiative and action.

22) *"Not to make any comment in public or in official communications regarding UPP operations, without the prior consensus of the organization management (i.e. meetings, phone calls, radio, fax, SMS, letters and e-mail, social networks;"*

This point 22 applies also for the use of social media and end to end messaging tools (ex. forwarding of whatsapp messages, email, ecc, when forward is not expressively authorized).

25) *"Not to disclose any information related to the business of the organization or any other matters and contacts which personnel may have by reason of her/his employment, to any person or use to her/his own benefit, or the benefit of a third party, at any time during her/his employment and after termination of her/his employment contract;"*

This point 25 applies also to the publicizing and spreading via social media:

7) *"Not to go for embezzlement;"*

This point 7 applies also to **images, pictures, videos, audio recording, interviews, testimonies and any other similar material/product collected through the exercise of own role and functions at UPP. The above listed materials and products cannot be spread and publicize through social media without the expressed, written and specific clearance of UPP C&FR Department.**

PROCEDURES

This Policy completes with the following Procedures:

- I. Guidelines for the use of UPP official social media accounts and pages (institutional)
 - II. Guidelines for the use of personal social media accounts of all UPP associates who publicized their role and relationship with UPP (personal)
- and

Recommendations and best practices for the use of personal social media accounts of those who collaborate even occasionally at any degree with UPP but did not share and publicize the degree of their involvement with UPP.

I. UPP OFFICIAL ACCOUNTS and PAGES

"UPP Official Account " is any page/profile or account that communicates on behalf and in the name of UPP or one of UPP's components (ex. departments, projects, missions/countries, committees, groups etc.).

The UPP official accounts currently active are:

- Facebook Page: <https://www.facebook.com/unponteper/>
- Instagram Account: <https://www.instagram.com/unponteper/>
- Youtube Channel: <https://www.youtube.com/user/UnPontePer>
- Linkedin Profile: <https://www.linkedin.com/company/un-ponte-per?originalSubdomain=it>
- Twitter Account: <https://twitter.com/UnPontePer>

The above list is under the direct and sole responsibility of the C&FR Department at UPP HQ, and it is managed daily by the Social Media Manager (SMM) under the supervision of the Head of C&FR Department (HoD) and, where necessary, of the Executive Director. For any communication related to



political orientation, statement or stance of UPP, the SSM and the C&FR Department act in consultation with UPP Board and under the Board's instructions.

The management and enrichment of these social media follow a specific plan and address differentiated targets (see: *External Communication Procedures*, Annex 3). The plan results from a complex combination of the overall programming of UPP and the occurring priorities and is elaborated and managed and by the C&FR Department.

Narrative style and privacy for UPP official accounts/profiles and pages

UPP communication style is characterized by:

- simplicity;
- positive message;
- use of the first plural pronoun (we);
- the message tells about the story of a (longer or shorter) journey of UPP together with local civil societies in UPP missions to save or improve lives, and it shall never fall into piety and/or mere assistance approach.

The key concepts to express in communication for and about UPP are:

- support;
- sustain;
- collaboration;
- bond and relationship.

On the opposite, UPP avoids to convey concepts of:

- aid/relief;
- assistance;
- dependence.

In particular when telling of minors, the communication is always positive and dignifying, with a paramount attention to the type and style of images to display.

Visibility of UPP through the contents advertised in official Accounts/Profiles/Pages

UPP communication through social media shall ensure UPP's visibility criteria (as per the description in *External Communication Procedures* – Annex 3).

UPP's logo shall be always displayed in all images and contents posted in or by UPP official accounts. Thus, all UPP associates shall pay attention to show UPP's logo in the exercise of their roles and responsibilities, but for security reasons. In case the logo, even if necessary and allowed, is not attached to the visual products, the C&FR Department staff at HQ will integrate it ex post to ensure the maximum visibility to the organization's action.

Donors' visibility shall assure as well, following the relevant donor's rules and procedures.

Visibility shall never prevail on the dignity and the privacy of UPP's beneficiaries, colleagues, members and recipients.

a) UPP COUNTRY-PAGE (Facebook)

The management of the Country-Pages is assigned to the local Communication Officer, where present, who reports to the C&FR Department and, where necessary, to the Executive Director.



Where the local Communication Officer is not available, the management of this Page or profile is assigned to a team dedicated to Communication, that is trained by the C&FR Department and reports to the HoM/HoO.

Any UPP Country Page/Profile/Account shall:

- Respect this Policy in all parts;
- Respect UPP Standard of Conduct;
- Respect point 10 of ICRC Code of Conduct.

Style of the Country Page:

Name, Profile Pic/Cover Pic of the Page/Profile

A Country Page aims at:

- telling about UPP work in the country;
- attracting international donors and supporters;
- strengthening and valuing the local bounds and relationships, both with the communities and partners.

These social media pages and profiles represent UPP at Country level and they shall uphold all the standards of visibility and identifiability of UPP.

To create a Country Page/Profile the approval of the Executive Director, the International Cooperation Department, the C&FR Department as well as of the HoM in the country, is mandatory.

Country Pages shall be named "UPP country name" (Ex. UPP Jordan).

The Profile Pic is UPP official logo with the name of the Country Page (Ex. UPP Jordan).

The Cover Pic is to agree upon with the C&FR Department based on standards and current priorities of the mission as well as local cultural marks.

Information and management of Country-Page

The information attached to the Country-Page shall contain a brief description of UPP as set by the C&FR Department and a brief description of UPP mission in the country set by the HoM in cooperation with the C&FR Department.

Contact information shall be the official ones of the mission and the relevant dedicated staff:

- email@unponteper.it;
- telephone/address of the Country office.

The staff assigned to the management of the Country-Page is selected by the HoM, together with the C&FR Department and formally validated by the Executive Director.

Country-Page password (and subsequent modifications) shall be communicated to the Head of C&FR Department.

The posting and advertising language is English and, where bearable, Arabic.

In no case, posts are advertised exclusively in Arabic nor double published once per each of the two languages, instead we privilege a single post advertised contemporarily in English and Arabic.

Speech in Country-Page

The speech in advertising, interactions, publications, comments, messages by the Country-Page shall abide by UPP Standard of Conduct and Communication standards.

The following tones are to avoid:



threatening, bullying, insulting, harassment, aggressive and/or violent speech and attitude, xenophobic, racist or discriminatory opinions, extremist stances that promote war-making or violence, products or services advertisement, marketing or spam contents, pornography.

The message shall:

- be published once grammatically correct and rid of any typos;
- avoid being excessively colloquial and friendly;
- always display gender balance;
- always have as subject "UPP Country" and never solely "Un Ponte Per/UPP".

How to deal with public comments or improper messages on the Country-Page

Those assigned to manage the Country – Page can address:

information requests, congratulations, appreciations, positive comments.

Before offensive, aggressive, controversial comments, either on the public or private stages, any decision to remain silent or react shall be evaluated first with the HoM/CR, the relevant Desk Officer (if comments are about projects), the C&FR Department and the Executive Director.

Those assigned to manage the Country-Page then, when dealing with scenarios described above, are required to report immediately to the C&FR Department on the reception of these comments refraining from any other direct action or initiative.

The C&FR Department will lead the evaluation process and feed in the reporters on action or stand-by to take.

What and How to publish on the Country-Page

The principle of territoriality applies to Country-Pages.

Therefore, these pages are to dedicate to:

- information on UPP operations in the country of the mission (initiatives, public events, accession or support to local events and manifestations, etc.).

The dedicated/assigned staff to the management of the Country Page shall ensure the visibility of UPP, its partnering organizations/entities or donors.

Moreover, the Country Page is allowed to:

- Share contents that are already published in UPP main page and channels (through the tool "share" "include original post", to maximize UPP main page visibility and reach);
- Re-launch UPP's fund raising and membership campaigns published on UPP main page.

It is highly suggested that the posts on the Country Page embed, wherever possible, a tag to UPP main page.

Hashtags to use are those usually advertised and used in UPP main page.

Any post is to elaborate and to plan for publication by the staff assigned to the management of the Country Page, to review by the C&FR Department and approve by the Social Media Manager before publication.

TO AVOID publishing on the Country – Page in order to prevent damage and overlap

- Statement and stances of a political nature that are not expressively approved by the Executive Director and the Board (where necessary).
- Statement and stances of a political nature and of national relevance that are different or opposite to the ones expressed in UPP main page;
- Pictures that allow identification of people whose specific written permission for publication haven't been acquired. This is valid also when people join a UPP public event where there are no visible signs at the entrance to announce to participants that random audio-visual recording occurs in the event to



later publishing in social media, website and other media (in this case a prudent approach of recording/taking pics from behind (not allowing identification in any case), might be used with the approval of C&FR Department);

- Pictures of people with a significant degree of vulnerability (Ex. violence victims, activists, political and military representatives, etc.) since publication might constitute a security threat;
- Pictures of minors where a specific and written permission by the legitimate caregivers is not acquired or regardless, when the picture suggests gestures, poses or attitude that might threaten the minor's image;
- Videos and images that might be under copyrights, even when easily accessible in internet;
- Personal Data of any kind that might allow tracing people, but for public figure;
- Messages (either written or audio recorded) of people who are not informed (or we have no certainty about) on the eventual advertising via social media at the time of recording/writing.

How to use pictures and audio-video materials/products on the Country-Page

The pictures, images and audio-video used on our Country Pages shall:

- Be free from any copyright bound or freed in writing specifically by the authors for the use of UPP;
- Be authorized for the specific use by UPP in writing by the people portrayed.

When dealing with public events, please make sure to announce to participants and walkers that UPP is taking videos and pictures to publish later on media.

- avoid using pictures and images of minors for which a specific and written permission by the legitimate caregiver(s) is not provided and regardless, when the image/picture may suggest improper messages because of the gestures, position or attitude of the subject(s) therein resulting.

b) LOCAL COMMITTEES and THEMATIC PAGES in Italy (Facebook):

For all that concerns the UPP local committees pages or the thematic pages (ex. Gruppo Educazione) please see the dedicated Annex 4, attached hereinafter.

c) PROJECTS ACCOUNTS/PAGES/PROFILES

"Project Account/Page/Profile" is any social user account created in the name and on behalf of a specific project of UPP.

These accounts/pages/profiles are managed with the main aim of guaranteeing visibility to the concerned project, often even by donor's requirements.

The creation of project accounts is communicated to the C&FR Department for approval of, while the SSM's approval is not mandatory for the single posts.

Project Accounts shall in any case ensure visibility of UPP at all times.

The Project Accounts communication shall focus on project outreach and project visibility at local level, events and initiatives attained to the project and visibility of the donor(s).

Project Accounts are to be managed by the relevant PM(s) and Desk Officer(s) and to advertise in English and Arabic contemporarily.

Furthermore, Project Accounts shall in any case abide by:

- This Policy standards and principles;
- UPP Standard of Conduct;
- Point 10 of ICRC Code of Conduct.

The Executive Director and the C&FR Department reserve the right to intervene directly on the contents of Project Accounts if messages conveyed therein are in violation of this Policy or threaten UPP's image and/or interests.



Information and management for Project Accounts

Information in Project Accounts shall contain a brief description of Un Ponte Per as provided by the C&RF Department and a brief description of the project they are entitled to (by the PM and Desk Officer).

Contact information are those related to the assigned staff.

- email@unponteper.it;
- telephone/address of the UPP office which is the base of the project.

How to use pictures and audio-video materials/products on the Project Accounts

The pictures, images and audio-video used on our Project Accounts shall:

- Be free from any copyright bound or freed in writing specifically by the authors for the use of UPP;
- Be authorized for the specific use by UPP in writing by the people portrayed.

When dealing with public events, please make sure to announce to participants and walkers that UPP is taking videos and pictures to publish later.

- avoid using pictures and images of minors for which a specific and written permission by the legitimate caregiver(s) is not provided and regardless, when the image/picture may suggest improper messages because of the gestures, position or attitude of the subject(s) therein.

II. PERSONAL ACCOUNT(s)

Of those who decide to advertise their role at UPP

Advertising the position at or involvement with UPP imposes a higher degree of responsibility in communication on social media, a self-contain upon UPP's values and Standard of Conduct regardless of the subject of communication from time to time.

UPP encourages all those sitting in representative roles to advertise their position (ex. President, HoMs, Country Representatives; Director(s)) at UPP.

In any case, the management of these people's social media accounts will require a well-balanced and correct use.

Priory to advertising in social media own role at UPP, a training with the SSM is required. Thus, the SSM shall be promptly informed of the intention to advertise on own position at UPP via email at: cecilia.dallanegra@unponteper.it

The personal accounts advertising on own position at UPP shall:

- Respect UPP's values and principles, as well as UPP Standard of Conduct in order to guarantee a responsible use of the social media and avoid threats to UPP's image and interests;
- Avoid in any occasion to publish, spread, comment or address comments in an aggressive and/or violent way that encourages hate and discrimination;
- Pay attention when commenting others' posts and contents;
- Pay paramount attention on the use of UPP logo, also when simply worn.

Furthermore, it is required to:

- Respect IT security standards, in order to avoid personal and collective risk;
- Respect the privacy of all people getting in contact with UPP action;
- Respect UPP' security standards, avoiding geo-localization when participating to UPP's initiatives and activities or when at UPP duty stations;
- Avoid sharing materials, products, information and contents of UPP;
- Remove from own devices and clouds or repositories all materials collected during the exercise of



functions at UPP and because of them. All these materials are of exclusive property and use of UPP.

Of those who decide NOT to advertise on their role at UPP

Those involved and associable with UPP, even when not advertising on their role, shall abide by UPP's Ethics and Standard of Conduct.

Thus, everyone associable with UPP shall avoid speech that is hateful, violent, discriminatory, and harmful to people's privacy and to interests and values of UPP.

In this case, any image, video, or information acquired because of the involvement with UPP shall not be published through personal social media accounts.

Also, it is mandatory to:

- Respect IT security standards, in order to avoid personal and collective risk;
- Respect the privacy of all people getting in contact with UPP action;
- Respect UPP' security standards, avoiding geo-localization when participating to UPP's initiatives and activities or when at UPP duty stations;
- Avoid sharing materials, products, information and contents of UPP;
- Remove from own devices and clouds or repositories all materials collected during the exercise of functions at UPP and because of them. All these materials are of exclusive property and use of UPP.

Of those who are temporarily involved in UPP action or events

Those who get involved with UPP operations and initiatives, on a voluntary or temporary basis, either in Italy or abroad (Ex. trainers and similar service providers, delegation members, volunteers, etc) not holding a role/position at UPP, may advertise or publish on their social media channels about this involvement or the contents of the occasions that are behind the involvement.

In using their social media, these people will:

- Ensure the accuracy and the correctness of contents related to UPP, to publish or share;
- Ensure to know about UPP's Ethics and Standard of Conduct;
- Avoid using UPP's logo in the absence of prior approval by C&FR Department;
- Ensure the reasons of involvement with UPP are transparently explained when publishing contents of UPP (Ex. taking part to a UPP's conference and by UPP's invitation; participation to a delegation organized or promoted by UPP; etc):
- Avoid publishing contents that may result in threats to own, others' or UPP' security;
- Validate contents to publish with the C&FR Department (especially the SSM) at any time of uncertainty on the above points.

Also, it is mandatory to:

- Respect IT security standards, in order to avoid personal and collective risk;
- Respect the privacy of all people getting in contact with UPP action;
- Respect UPP' security standards, avoiding geo-localization when participating to UPP's initiatives and activities or when at UPP duty stations;
- Avoid sharing materials, products, information and contents of UPP;
- Avoid publishing: statements of others, words and sentences heard during panels, meetings, workshops and similar; geographical position; names and identities of those involved in activities unless a formal invitation to publishing and disseminating is made by the senior management at UPP or the C&FR Department, in writing or publicly during the activities.

Prior to missions, delegations or events organized by UPP, the C&FR Department may organize a briefing with the invitees on best practices to adopt in social media communication, in order to



guarantee security and ethics, and to maximize and legitimize the efforts in testimony and sensitization.

RESPONSIBILITY

The supervision on the application of this Policy is assigned to the monitoring of the C&FR Department. The Head of the Department together with the dedicated colleagues identifies mistakes or inconsistencies and investigate on the reasons behind. To the mistakes and inconsistencies, the C&FR Department may intervene directly for material correction and/or contemporarily or subsequently activate the internal reporting and investigation process provided in UPP HR Manual in case of breach of Standard of Conduct.

CORRECTION, REPORTING, INVESTIGATION and LEARNING.

Upon verification, the C&FR Department may request a prompt correction of what published and advertised, motivating the request under this Policy.

Those who receive the request for prompt correction/edit/ removal of what published and advertised are requested to display the maximum collaborative spirit in executing the request, in order to pursue the ethical, aware and correct Communication that this Policy means to promote and guarantee at UPP.

People requested for correction/edit/removal of what published and advertised from time to time may access remedy through the Executive Director, when different interpretation of this Policy occurs, keeping the Head of C&FR Department in copy or informed.

The C&FR Department records the frequent mistakes and misunderstandings encountered in the application of this Policy in order to improve the Policy and its procedures for a progressively wider and better knowledge.

Any encountered breach of this Policy standards shall be immediately reported by UPP staff and members upon paragraph 4.7 of UPP HR Manual or, for those who are external to the organization, through UPP Complaint Policy mechanism.

Approved by the Executive Director - Novella Mori on the 21st March 2019.

Approved by the Board on the 25th July 2019.