✓ Do's

✗ Don'ts

DO consult your community to ascertain if it is appropriate for UNHCR or partners to join private pages/channels. Be sure to consult different groups, particularly people with specific needs.

DO NOT join an established closed/private conversation under a guise/pseudonym to gain access. Often, communities have various ways to verify your identity. Being discovered will erode trust.

DO take time to identify who is trusted on specific Social Media, and why. Then you can rely on existing resources;

DO NOT try to duplicate or re-create something that already exists.

DO consider linking your Social Media project with existing static information systems, such as help.unhcr.org or the UNHCR country website, as well as service referral mappings;

DO NOT use different Social Media platforms as if they were the same. Don't repost the same content, with the same format, on all of them. Target your audience.

DO choose platforms and systems that you have the capacity and resources to manage over time;

DO NOT choose a system or platform that suits you without checking that the people you want to engage with are using it (see Chapter 1);

DO opt for locally used platforms as much as possible, even if they do not reach outside the country;

DO NOT create new systems or platforms unless they are designed with the communities themselves;

DO make sure you have systems to evaluate and adjust your Social Media strategy continuously;

DO NOT use mechanisms that adopt systematic questioning methods. These may in fact cause disenfranchisement through the failure to generate live feedback.