



## Do's

**DO** ask questions in a light but serious manner, no matter how absurd the initial enquiry/comment may sound to you.

**DO** explain who you are and why you are there. Have a sound reason for your Social Media account, with clear goals. Explain the benefits both for UNHCR and the community.

**DO** address people honestly, even if you know you cannot give them all the answers they want.

**DO** discuss with the community and partners, and make clear on your Social Media account, the ground rules and responsibilities. Establish joint problem-solving mechanisms and a system for regular feedback.

**DO** stay alert for discriminatory behavior/attitudes that can emerge on your Social Media account.



## Don'ts

**DO NOT** make assumptions and be aware of how your behavior can send the wrong message.

**DO NOT** assume people will come to your page just because you are UNHCR. Ask yourself what they would get out of visiting your account.

**DO NOT** give only partial information. This can lead to distrust, especially if it concerns resources, and create false expectations or dissatisfaction. If you need more time to provide an answer, be honest and explain this.

**DO NOT** dismiss the importance of regular Participatory Assessments. These should take place more than once a year, even if your Social Media page has a high level of likes/followers.

**DO NOT** ban people just because they have engaged in one of these behaviors (if it is the first time). Talk to them about why their behavior is discriminatory and give them a chance to engage constructively.