



Do's

DO get together with the community to identify what content is sensitive. Consider cultural values when it comes to online rights and conversations.

DO respond and stay calm, no matter how angry or upset the other person is. Always provide opportunities for a constructive dialogue.

DO make maximum use of local partners and PoCs to manage Social Media projects that address peaceful co-existence, reconciliation and integration.

DO use the right advocates within the community, who are normally far more effective than external figures, such as UNHCR staff.

DO engage men and boys and invite them to online discussions on issues such as masculinity, fatherhood, gender equality, reproductive health, HIV/AIDS and sexual and gender-based violence. This fosters the equality and empowerment of women.

DO work with the community, ensuring all vulnerable groups are included and represented. Make the community aware of their rights and obligations through accessible and appropriate content.



Don'ts

DO NOT assume you know the intentions of your interlocutors, even if you think they are being unfair or might even be trolling.

DO NOT delete messages without explaining why to the rest of the community.

DO NOT set up a Social Media account without having an online moderation strategy planned.

DO NOT expose your advocates or staff to security risks and always make sure you update your Risk Assessment.

DO NOT shut down a conversation just because UNHCR lacks an official position on a subject (or prefers not to make it public). You may not be speaking for UNHCR but you can still reflect a rights-based approach.

DO NOT assume that everyone knows what sensitive content is, and what constitutes hate speech.