Factsheet 3: Information for Participatory Planning

If you have done your situation analysis properly, you should have an idea of the context (including protection needs and risks) that will allow you to balance the commitment to "DO NO HARM", the principle of inclusion and participation and the imperative to protect.

Consider these questions when deciding whether to use Social Media for protection purposes:

What types of content do people want and need on Social Media? Which topics do they respond to most? ☐

What needs and challenges exist on Social Media with regard to your protection objectives? What support can UNHCR give? ☐

Who are the trusted partners/communities UNHCR could engage with? ☐

What Social Media channels should be used, bearing in mind the ones the community is already using and the languages and formats they prefer? ☐

What are the data protection, privacy and protection risks and weaknesses associated with Social Media and the particular channel selected? What can be done to mitigate them?[147] ☐

Who will be reached with SM and who will be left out? How can you mitigate this? ☐

What is the profile of the online communities? What are their technical capacities and skills? ☐

How is the Social Media community organized? What are the formal and informal structures and how do they link to offline life? ☐

To what extent are Persons of Concern, the host community and the Diaspora connected online? What is the "quality" of the interactions? Where are the points of tension? ☐

Are there protection mechanisms to support groups with specific needs and those at heightened risk? ☐

Which local service providers, actors or groups are already engaging with PoCs online and for what purpose? ☐

Do people have resources, such as facilitated access, tools, skills and knowledge? ☐

To what extent do women, girls, boys and men of all ages and diverse backgrounds, including those with disabilities and older persons, have access to and use Social Media? Who or what affects this access and who is excluded and why? ☐

What are the power relations between different online communities and individuals? Who is the loudest? Who do people trust? Who has influence over which group? How is it exercised and to whose benefit? Are there any tensions? ☐

What digital services and facilities are available to Persons of Concern in the host community and with local government? ☐

What are the relevant laws and legal recourses? For example, are there laws to prevent hate speech and discrimination, or to protect privacy and personal data? How effective are they? ☐

What information on Social Media may be used by PoCs to make important decisions, including – for example - voluntary return? ☐

What are the main protection challenges associated with using SM, including scams, privacy issues, cyber-security risks and social engineering? What might be the durable solutions? ☐

What online information comes from the place of origin (in the case of refugee situations)? How is it used in the Social Media discourse and what might be the consequences on the ground in the host country? ☐

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147 See Chapter 2 of this Guide for more information on conducting a Social Media Risk Assessment.