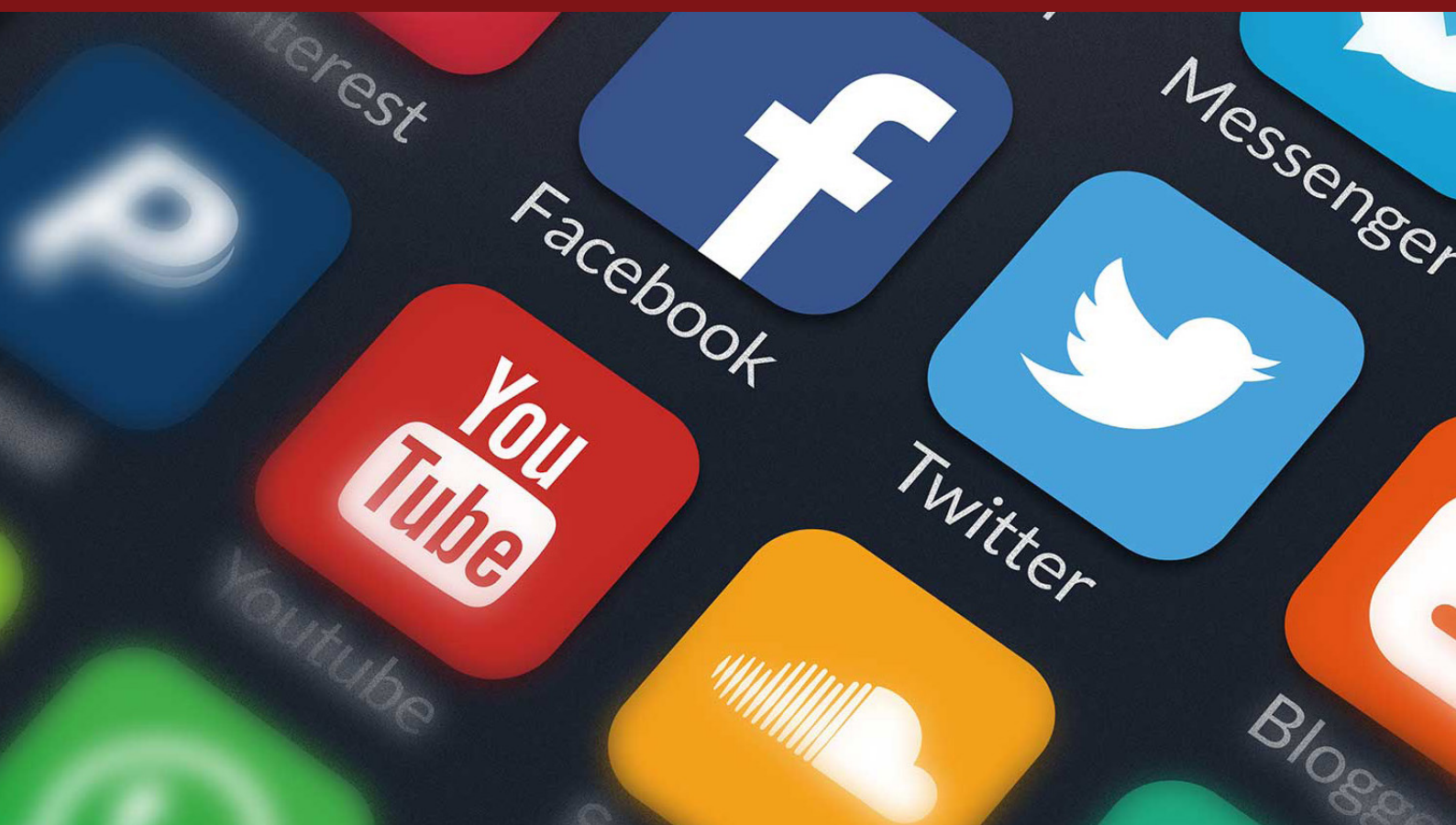


SOCIAL MEDIA GUIDELINES

FOR ES/NFI CLUSTER ON FACEBOOK
TWITTER - YOUTUBE AND LINKEDIN



1. Objectives

The creation of the social media is to inform timely, coherent, and consistent message interactivity with the audiences at the community, district, regional, national, and global level regarding ESNFI cluster. Moreover, it provides a platform to inform progress on ES/NFI partners' interventions and activities in addition to clusters' coordination and information management.

ES/NFI cluster adapted and followed the guidelines in line with UNHCR¹, IOM², UN, and social media (Twitter/Facebook) policy to protect the cluster from misrepresentation on social media.

The following are the guidelines for operationalizing ES/NFI cluster social media (Twitter/ Facebook/ Youtube/ LinkedIn) :

- ① Posting on social media platforms requires sound editorial judgment with due attention paid to content, organizational priorities, and preferences³, therefore the user needs to take approval by his/her respective supervisor for any content, recent video/audio, or photo to be posted on social media
- ② If the post is from the individual organization, take a consent note by email regarding content, audio/video, or photo, as ES/NFI cluster does not have any data-sharing agreements with the partners. Moreover, please refer to the organization name as a source of information in the post
- ③ When possible, answer the genuine questions with links to helpful information, it is not necessary to respond to every question or comment or to respond directly
- ④ If you come across misrepresentation of the ESNFI cluster work, correct it with factual information and, whenever possible, a link to additional information. Notable comments or trends should be shared with supervisors and/or forwarded to coordination team members
- ⑤ Users⁴ can follow other accounts and whose content you can share: partner organizations/NGOs, UN agencies, senior UN officials, experts from leading think tanks, relevant local and international media. Before following or engaging with an account, please check and make sure it is a legitimate and active account and not an impersonator or a fake account. Blue verification badges show that accounts are official. You can also go to the organization's website and verify the accounts it has listed⁵
- ⑥ Do not post hateful conduct such as not promoting violence against, threaten, or harass other people based on race, ethnicity, national origin, caste, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease⁶
- ⑦ Do not disclose personal information of the targeted population group (IDPs, Returnees/Refugees) as in line with the principles of "Data Protection" which can increase the risk of re-identification of any personal data collected at the field level⁷
- ⑧ Do not post anonymous comments or publish content related to ES/NFI cluster from any anonymous sources

1 UNHCR, 2018. Guidelines on the Personal use of Social media

2 IOM, 2019. Social Media Guidelines

3 UNDPI, 2011. Social Media Guidelines

4 "Users" can be defined as the Content Producer on behalf of ES/NFI Cluster in most cases the Information manager.

5 UNOCHA, 2019. Guidelines for OCHA staff on a personal social media use.

6 Twitter/Facebook, 2021. Rules and Policies

7 ICRC, 2020. Handbook on Data Protection in Humanitarian Action

Every platform has its strengths and conventions. Here are a few specific guidelines on social media



twitter is famous for offering bite-sized versions of news and other content. You can tweet both technical and more mass-appealing messages that are succinct, simple, timely, and relevant to global trends. Twitter is also the platform where governments and journalists are most active.



Facebook is a place for public interest stories. While there are some technical experts on this platform, most people use Facebook to catch up with friends and family and will therefore respond better to stories with a human angle



Youtube is a free video sharing and social networking website and app on the internet. The website lets people upload, view, and share videos



LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. Users can make connections with other people they have worked with, post their work experience and skills.

2. What users should share ?

Here are some ideas for content that you can share:

LEVEL 1: EASY

Share content

Follow the list of accounts compiled and re-tweet or share the content that is shared on those platforms.

LEVEL 2: MODERATE

Adapt Content in the cluster voice

Instead of simply sharing a post, you can use a piece of content from the list of accounts compiled and add your text to it.

- Check the corporate website and our Exposure and Medium pages for links to articles, press releases, interviews, blog posts, etc. that you can use in ES/NFI Cluster posts.
- Follow favorite news outlets and share any relevant humanitarian news that you come across, adding the cluster's thoughts to it.
- Have a look at the clusters shared storage for videos, infographics, GIFs, photos, etc. that can be used in ESNFI Cluster media.

During special days or events, ES/NFI Cluster can rally audiences to donate to the Cluster

- World Humanitarian Day – 19 August
- Afghanistan Independence Day – 19 August
- World Refugee Day – 20 June
- World Environmental Day – 05 June

LEVEL 3: EXPERT

Create cluster's content

Write about the clusters daily work or a recent activities, share advocacy messages, or start a discussion.

- We also want to hear what it is like to work for the Cluster. Sharing these types of insights can increase the public's trust in the Cluster and make ESNFI Cluster more accessible.

3. What users should avoid ?

It is important to note that by using the Internet, we leave a digital footprint that is nearly impossible to erase. Always exercise discretion and professionalism. Before a user posts the photo of any beneficiaries, make sure that you have their consent and that you are not revealing any personal information about them.

Before posting anything online, ask yourself:

- Would you express similar views on the Global Shelter Cluster website www.sheltercluster.org?
- Would you express similar views in front of a government official or IOM or UNHCR or UN management or Cluster Partners?
- If people were to look at the entire ESNFI Cluster social media feed, including links, retweets, the accounts followed, “likes” and other reactions, would they question your independence, impartiality, neutrality, or values as a Shelter Cluster staff member?
- When in doubt, stick to the official positions of the HC, UN Secretary-General, and/or UN agencies

If a reader questions or criticizes your work or a social media post, or leaves a negative or aggressive comment, be thoughtful. Do not engage in controversial posts that can escalate negatively.

- Do not engage in political debates
- Do not post security related issues or issues that can put peoples' security at risk

List of USERS to be followed but not limited to this list

CATEGORY	AGENCIES	TWITTER	FACEBOOK	YOUTUBE	LINKEDIN
UN	UNOCHA	(@OCHAAfg)	OCHA Afghanistan		
UN	UNHCR	(@UNHCRAfg)	UNHCR Afghanistan	UNHCR, the UN Refugee Agency	
UN	IOM	(@IOMAfghanistan)	IOM Afghanistan	IOM Mission Afghanistan	
UN	UNICEF	(@UNICEFAfg)	UNICEF Afghanistan	UNICEF Afghanistan	
UN	WFP	(@WFP)	World Food Programme	World Food Programme	
UN	UNHABITAT	(@UNHABITATAfg)	UN-Habitat Afghanistan	UN-Habitat worldwide	
UN	UNWOMEN	(@unwomenafghan)	UN Women Afghanistan	UN Women	
UN	UNAMA	(@UNAMAnews)	UNAMA News		
UN	UNFPA	(@UNFPAAfg)	UNFPA Afghanistan	UNFPA Afghanistan	
UN	WHO	(@WHOAfghanistan)	World Health Organization Afghanistan	World Health Organization (WHO)	
INGO	ACTED	(@ACTEDAfghanist1)	ACTED Afghanistan	ACTED NGO	
INGO	CARITAS-G	(@CaritasAsia)	Caritas	Caritas Internationalis	
INGO	NRC	(@NRC_Norway)	Norwegian Refugee Council	NRC - Norwegian Refugee Council	
INGO	IRC	(@RESCUEorg)	IRC Afghanistan	International Rescue Committee	
INGO	IRW	(@IRWorldwide)	Islamic Relief Worldwide Afghanistan	Islamic Relief Worldwide	
INGO	Johanniter	(@JohanniterInt)	Johanniter International Assistance	Johanniter-Unfall-Hilfe e.V.	
INGO	SC-USA	(@AFGsavechildren)	Save the Children in Afghanistan	SaveTheChildren	
INGO	Oxfam	(@OxfamAfgh)	Oxfam in Afghanistan	Oxfam GB	
INGO	MSF	(@MSF_Afghanistan)	MSF Kandahar	Médecins Sans Frontières (MSF)	
INGO	CARE	(@CAREGlobal)	CARE International in Afghanistan	CARE International	
INGO	AA	(@ActionAid_Afg)	ActionAid Afghanistan	ActionAid UK	
INGO	ME	(@MissionEast)	Mission East Takhar-Afghanistan		
INGO	WHH	(@Welthungerhilfe)	Welthungerhilfe Afghanistan	Welthungerhilfe	
INGO	PIN	(@people_in_need)	People in Need	People in Need	
INGO	ADRA	(@ADRAIntl)	ADRA_Afghanistan	ADRA	
INGO	IMC	(@IMC_Worldwide)	International Medical Corps (IMC) Afghanistan	International Medical Corps	
INGO	GIZ	(@giz_gmbh)	German Cooperation with Afghanistan	GIZ	

CATEGORY	AGENCIES	TWITTER	FACEBOOK	YOUTUBE	LINKEDIN
Govt	ANDMA		Afghanistan Disaster Management and Humanitarian		
Govt	MoRR		Ministry of Refugees and Repatriations		
Govt	NSIA		NSIA Afghanistan		
Govt	MoE	(@MOEAfghanistan)			
NGO	AKAH		Agha Khan Agency for Habitat Afghanistan		
NGO	AWEC		AWEC		
NGO	CAHPO		CAHPO		
NGO	CAWC		Central Afghanistan Welfare Committee CAWC		
NGO	Cordaid	(@CordaidAF)	Cordaid Afghanistan		
NGO	OHW	(@OHW_AF)	Organization of Human Welfare - OHW - Afghanistan		
NGO	ORD		Organization for Relief Development		
NGO	RCDC	(@rcdcdf)			
NGO	ARCS	(@ARCSAfghanistan)			
NGO	AABRAR	(@aabrarafg)	AABRAR		
NGO	ACBAR		ACBAR		
Int Media	Aljazeera	(@AlJazeera_SRL)	Al Jazeera English	Al Jazeera English	
Int Media	BBC	(@BBCWorld)	BBC news Afghanistan	BBC News	
Int Media	CNN	(@cnni)	CNN Afghanistan	CNN	
Int Media	VoA	(VOANews)	Voice of America - VOA	VOA News	
Int Media	Reuters	(@Reuters)	Reuters	Reuters	
Donors	USAID	(@USAIDAfghan)	USAID Afghanistan		
Donors	World Bank		World Bank Afghanistan		
Donors	ADB		ADB Afghanistan		
GSC	Global Shelter Cluster	(@ShelterCluster)	Global Shelter Cluster	ShelterCluster	Global Shelter Cluster

DOCUMENT VERSION	DATE	CHANGES MADE
01	2022-15-02	N/A