WWF-Mongolia social media policy: full breakdown of guidelines

1 - Tone and content for WWF-Mongolia accounts

Our language and content will depend on the channel and the intended audience. However, below are some overarching guidelines we use for creating content:

1.1 Tone

- Our tone is positive, professional, and engaging
- We talk directly to our follower/audience where possible, and invite feedback and participation
- Our language will follow the WWF-International brand guidelines
- It will be concise, using words people can understand, correct grammar, full sentences where possible

1.2 Content

- Our content is positive, constructive and makes good use of imagery
- It should have a purpose and be communicated in Mongolian and English
- It should always contain #WWFMongolia, #ASER and/or #AHEC hashtags
- It is fact based and should be substantiated
- It should be politically neutral
- It should represent or inspire an interest in our work
- It should come from sources including WWF-Mongolia, and the WWF Network
- It should respect human rights issues and be positive towards interest of others

As a general rule our content should not:

- Assume public knowledge about issues
- Promote projects which are not related to our work
1.3 Content suggestions

We welcome all ideas for social media posts. Please feel free to share any of the following with the social media team.

- News articles which are relevant to our work/issues/campaigns
- Creative ideas for social memes that might be popular for sharing
- Updates on our work on the ground – particularly any good news
- Strong stories from the Network that you think would appeal to our audiences
- Any great images or films you come across that represent our work (and we have the rights and correct credits to use)
- News from partner organisations which might be of interest to our audiences

We also welcome suggestions for influential people to follow on Twitter or great tweets we should Re-tweet.

We will not be able to share everything we receive and content will be edited by the Social Media Administrators to make sure we have a consistent tone of voice. The Social Media Administrators will be providing feedback on how content has landed and on any content we’re not able to use.

2 – Our accounts

Here’s an overview of all our current WWF-Mongolia accounts, profiles and pages.

<table>
<thead>
<tr>
<th>Account:</th>
<th>Description:</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWF-Mongolia</td>
<td>Our WWF-Mongolia page provides an overview of what the organisation does and what supporters can do for it. While it mostly shares information on the work of WWF-Mongolia, it also shares posts from other WWF Facebook pages, Network content and partner organisations.</td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
</tr>
<tr>
<td>Selenge G.</td>
<td></td>
</tr>
<tr>
<td>Battsetseg B.</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>The WWF-Mongolia Twitter feed gives us the ability to quickly and confidently start a conversation around an issue or content that is relevant to WWF-Mongolia. @WWFMongolia is a leader on Twitter and a trusted social presence. We provide a mix of breaking news and engaging content.</td>
</tr>
<tr>
<td>Battsetseg B.</td>
<td></td>
</tr>
<tr>
<td>Enkhbayar N.</td>
<td></td>
</tr>
<tr>
<td>Social Media Platform</td>
<td>Description</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Instagram</td>
<td>Our Instagram account is a visual channel and a chance for us to showcase our best imagery related to campaigns and information about our work. It’s also a place for us to share other users content (known as a regram) related to WWF interests.</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Our LinkedIn page is used to promote WWF-Mongolia as an employer. It is also used to promote corporate social responsibility to businesses, as a networking tool as well as current vacancies at WWF-Mongolia.</td>
</tr>
<tr>
<td>Youtube</td>
<td>Our Youtube channel is a resource for sharing our content while simultaneously promoting WWF-Mongolia.</td>
</tr>
</tbody>
</table>

3 – Data Protection

Data gathered through social media will be subject to the same requirements as data gathered in other parts of the organisation.

This means that it will be;

- Only gathered with the owner’s consent
- Kept in a secure file and saved as YYYYMMDD_topic format
- Only kept in Social media folder of Communication server (W:\Social media)
- Not disclosed to any third parties.

4 - Administration rights

Admin rights to WWF-Mongolia social networks are restricted.

Requests should be made to the Communications Manager, and will be considered on a case-by-case basis. Any members of staff that are given access are required to acknowledge that they have read and understood the social media policy.

New users will be added to the official list of users. All users will be notified of any updates or changes to the social media policy (as per agreed review dates and on an ad hoc basis as required).

Access to individual platforms will be allocated to users by the Social Media Officer. Their access will be removed when they leave.
5 - Setting up new accounts

WWF-Mongolia currently operates 5 social media channels across a range of different platforms and audiences. New accounts will only be set up when there is a strong business case and resource to manage the channel. Any requests for this should go to the Communication Manager.

6 - Responding to sensitive issues on social media

Social media can often be a ‘news breaker’ for stories in relation to our work - both good and bad. Sometimes these issues can be extremely sensitive, so it is important that we manage them as carefully as possible. This is particularly important for new campaign launches and corporate partnerships. The Communications Manager should consider drawing up a social media Q&A before launch.

We must also be mindful that we are part of an international network. Our responses in Mongolia on a sensitive issue could have a major impact on other network offices. Different offices also have different protocols for responses so we must be careful not to act too quickly in isolation of the network on a serious issue in case this then leaves us in a vulnerable position.

 Whilst this approach is an important process for WWF-Mongolia social media accounts, common sense and due consideration should also be applied by staff using personal accounts.

WWF-Mongolia staff should consult with Communications manager on sensitive or controversial issues related to WWF-Mongolia or Network appeared in different social media groups before responding from personal accounts.

Where highly sensitive/controversial issues break, the Communications manager will send a note to all staff detailing use of social media by WWF-Mongolia with regards the issue in question.

Section 7 covers the responsibilities of staff posting on social media in a personal capacity.

6.1 We seek to avoid amplifying sensitive issues by:

- Assessing whether a response is absolutely necessary. Unless a direct question is posed to a WWF-Mongolia account on twitter, or in a comment thread on any of WWF-Mongolia's social media channels, the default policy is not to respond and assign the comment to the relevant communications lead, or with the Social Media Officer.
- Responding in a limited and strategic way - often taking the discussion off social media by directing to a relevant policy
- Only responding to posts where WWF-Mongolia has been directly mentioned or @WWFMongolia tagged
- Avoiding confrontation or debate
- Taking the sensitive issue off social as soon as possible

6.2 Responses will be considered in the following instances:

- When the question has been asked by a person or organisation that gives some indication of being thoughtful or reasonable on the topic
- When we feel more damage may be done through silence than response (i.e. someone or a group of people start to highlight that we’re not responding on tricky topics whilst actively still engaging in others)
- Where we have something useful to contribute to the discussion
- Where we would not come across as overly defensive
- When there is not a risk of undermining network policy or protocol

6.3 Responses won't be considered:

- Where an account is anonymous or pseudo-anonymous
- Where an account appears to represent hard line views with no indication of reasonableness
- Instances of spam or trolling
- Where we are likely to add fuel to a fire, which is likely to have a more detrimental impact for the organisation than silence

6.4 Responses should:

- Be as personal as we’re able to frame a response without losing our corporate voice
- Be respectful and not confrontational
- Be informative, not defensive
- Be carefully formulated so they cannot be used out of context in a negative manner
- Wherever possible take the debate off social media and onto a web page with more information

Please do not respond to a sensitive social media issue until you have received an agreed response and approach from the Communications team.

If you notice a sensitive issue in social media that you believe we are not aware of, please flag this to the Communications Manager or the Social Media Officer.

If you are aware of an issue that could affect the reputation of the organisation, then you should alert the Social Media Officer.

6.5 Hiding comments on Facebook:

Social Media Officer are able to ‘hide’ user comments on our Facebook posts – this still means the user who made the comment and their friends can see it, but not anybody else. Hiding comments can be an effective way of closing down difficult or unwelcome comment
thread, but should only occur after full consideration of the options to the respond (see above).

**Do hide comments if:**

- is obscene or disrespectful
- is irrelevant to the aims of the WWF-Mongolia community
- is irrelevant to the original post
- is judged to be spam
- is abusive or threatening to the WWF-Mongolia community or individuals within it
- distributes false and/or misleading information
- advertises or promotes products and/or services
- repeats previous posts.

**Do not hide comments if:**

- We simply disagree with it – we encourage free expression and debate, so as long as it is factual and respectful we should keep it unhidden.

**6.6 If still unsure:**

Please do not respond to a sensitive social media issue until you have received an agreed response and approach from the Communications team.

If you notice a sensitive issue in social media that you believe we are not aware of, please flag this to the Social Media Officer.

---

**7 - Personal accounts**

Social media is an important part of how many of us communicate, advocate, and network. At WWF we want to encourage its use among staff – people should feel free to share the amazing work WWF does and their involvement in it.

However, when talking publically about the issues WWF works on, it’s important to be aware of our professional and personal lives.

**7.1 When stating that you work for WWF on your bio**

Although it is recommended, and common practice, to include a statement in your profile ‘that all views are your own and not of the organisation’s, the reality is that once your association with WWF has been publically mentioned anywhere on the Internet, you are responsible for anything that you say which could bring your role or the organisation into disrepute.

So it is important to understand that **this statement does not act as a legal disclaimer.**
7.2 Commenting on sensitive issues

When controversial and emotive stories break – like trophy hunting, mining or unpopular environmental policies – people may often feel the need to comment and express opinion. We want our staff to feel they have the freedom to post on things they feel strongly about, but, as a WWF-Mongolia employee we ask that you refrain from doing so in a way that could be considered contradictory to WWF-Mongolia stated positions. If in any doubt, please refrain from posting and check with the Communications manager for guidance.

7.3 Communicating about your work at WWF-Mongolia:

Remember - if your tweet, Instagram, LinkedIn or Facebook post mentions an area we are seen to be working on, or are associated with (even if you don’t directly mention WWF-Mongolia), that comment may be linked back to the organisation. This is especially true if you mention WWF-Mongolia in your bio as you will be seen as a spokesperson. It is equally true if you comment on discussion forums, website comment threads, or online user groups.

Unless you are an approved expert spokesperson for WWF-Mongolia, please avoid discussing sensitive issues or sharing controversial content which has not already been published by the organisation on the WWF-Mongolia website, or social media channels.

The following guidance should be adhered to by all staff:

- Do not post work related sensitive and or impactful information and imagery on your personal accounts before being posted in WWF-Mongolia official accounts.
- Do not replicate or publish any internal or private conversation that have been held within WWF-Mongolia – unless express permission has been given by the Communications lead.
- If you receive any direct approaches about your work with WWF then please ensure you research who has asked the question. Be aware of trolls and anyone that might be looking to draw out inappropriate information to be shared publically. Look carefully also for approaches directly from journalists on an issue. Direct contact with any journalists or media should first be agreed with the media team as these will be taken as public facing organisational quotes. If in any doubt, please raise with the Social Media Officer.
- WWF-Mongolia staff should consult with Communications manager on sensitive or controversial issues related to WWF-Mongolia or Network appeared in different social media groups before responding from personal accounts.
- Be aware that there may be occasions where the query is best responded to through a WWF corporate channel.

Images:

- Make sure any image you share has the correct photo credit
- Copyright on images is extremely important and photographers and members of the public do notice when something is used without permission – and could sue
• You may like and share WWF-Mongolia's posts (in fact we’d be delighted!) or retweet (RT)
• You may not 'copy out' photos from WWF-Mongolia to posts and re-use on your own Facebook or Twitter accounts.
• Images shared on our WWF accounts from events with public or supporters will need photo release forms signed by anyone featured in the images
• Imagery of children should not be used without the express consent of the schools and youth team.

Use of the panda logo:

Any use of the panda logo in profile pictures or background images within a social platform must be approved by WWF-Mongolia. Please contact the Social Media Officer for more information. The use of the logo and WWF and/or WWF-Mongolia to sell or promote products is strictly prohibited without prior consent.

8 - Training

Social media inductions will be offered to all new hires at WWF-Mongolia. If you miss your session or feel you need more training for your role please reach out to the Communication team.

9 – Content misuse settlement

WWF-Mongolia’s social media contents misused by others shall be settled under the Article 12 of Copyright act and Article 6.21 of Violation law.

10 - Child Protection and Safeguarding

• Images of children taken for business purposes and where their faces are clearly shown can never be posted on any social networking site without the express permission of the child’s parent or legal guardian, evidenced through a signed model release form. Such images should only ever be uploaded onto reputable sites.
• WWF staff or representatives should not capture or post any other child related materials onto any social networking site that might damage the reputation of WWF. To do so will be considered as gross misconduct and may lead to dismissal.
• WWF representatives must not accept any friend requests from young people engaged with WWF under any circumstances. Parents are asked to inform WWF immediately if it appears that a WWF representative has accepted a friend request as it may be someone pretending to be associated with WWF.
• WWF representatives who have contact with young people on WWF business should ensure their social networking business activity is done from a WWF business related account and not their own personal channels.
APPROVED BY:

Batbold Dorjgurkhem
PO Representative
Date:

This Policy is in two duplicates, all texts being equally authentic.