



SOCIAL MEDIA GUIDELINES

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PURPOSE OF SOCIAL MEDIA

IOM recognizes the valuable contribution social media can make to advance its objectives as the global lead agency on migration.

IOM's communication and outreach strategy engages stakeholders to change the narrative about migrants and migration. Specifically, IOM seeks to leverage the rapidly growing use of social media for fundraising, awareness raising, advocacy, communications and knowledge sharing.

It is understood that a flexible approach is necessary, as social media is constantly evolving, and it is impossible to anticipate new developments, trends and risks. These guidelines provide basic guidance.

IOM headquarters, regional offices and country offices play distinct yet complementary roles in engaging audiences through social media channels.

| | HEADQUARTERS | REGIONAL OFFICES | COUNTRY OFFICES |
|-------------------------|---|---|--|
| ACCOUNT | Global IOM accounts | Regional accounts | Local pages and accounts |
| AUDIENCES | Audiences worldwide | Regional audiences | Local audiences |
| LANGUAGE | English, French, Spanish | English, French and Spanish | Preferably local language |
| CONTENT | Issues of global interest | Issues of regional interest | Key institutional messages |
| RESPONSIBILITIES | Providing training and sharing best practices. Managing global narrative | Overseeing IOM missions' activities on social media | Adherence to IOM social media guidelines, reporting quarterly to RO and HQ on results/impact |

SOCIAL MEDIA CHANNELS

| | GLOBAL ACCOUNTS | REGIONAL ACCOUNTS | COUNTRY MISSIONS | DIVISIONS |
|-----------------|--|---|---|--|
| FACEBOOK | Username: IOM - UN Migration Agency | Username: IOM (OIM) + name of region (e.g. IOMAsiaPacific) | Username: IOM (OIM) + name of country (e.g. IOMIraq) | Username: IOM (OIM) + name of division (e.g. IOMHealth) |
| | Handle: @UNMigration | Handle: IOM (OIM) + name of region (e.g. IOMAsiaPacific) | Handle: IOM/OIM + name of country (e.g. IOMIraq) | Handle: IOM/OIM + name of division (e.g. IOMhealth) |

SOCIAL MEDIA CHANNELS

| | | | | |
|----------------------|---|--|---|---|
| TWITTER | Username: IOM | Username: IOM/OIM + name of region (e.g. IOMAsia Pacific) | Username: IOM/OIM + name of country (e.g. IOMIraq) | Username: IOM/OIM + name of division (e.g. IOMHealth) |
| | Handle: @UNMigration | Handle: IOM/OIM + name of region (e.g. IOMAsiaPacific) | Handle: IOM/OIM + name of country (e.g. IOMIraq) | Handle: IOM/OIM + name of division (e.g. IOMhealth) |
| INSTAGRAM | Username: IOM / UN Migration Agency | Username: IOM/OIM + name of region (e.g. IOMAsia Pacific) | Username: IOM/OIM + name of country (e.g. IOMIraq) | Refrain from creating an account |
| | Handle: @UNMigration | Handle: IOM/OIM + name of region (e.g. IOMAsiaPacific) | Handle: IOM/OIM + name of country (e.g. IOMIraq) | |
| YOUTUBE/VIMEO | Username: IOM - UN Migration Agency | Refrain from creating an account | Username: IOM/OIM + name of country (e.g. IOMIraq) | Refrain from creating an account |
| FLICKR | Username: IOM / UN Migration Agency | Refrain from creating an account | Username: IOM/OIM + name of country (e.g. IOMIraq) | Refrain from creating an account |
| SNAPCHAT | Username: iomsnaps or unmigration | Refrain from creating an account | Refrain from creating an account | Refrain from creating an account |
| LINKEDIN | Username: IOM | Refrain from creating an account | Refrain from creating an account | Do not create an account (IOM divisions can create dedicated groups of discussion) |
| PERISCOPE | @UNMigration | Same as Twitter | Same as Twitter | Same as Twitter |
| GOOGLE+ | Refrain from creating an account | Refrain from creating an account | Refrain from creating an account | Refrain from creating an account |
| WECHAT | Refrain from creating an account | IOMAsiaPacific | IOMChina | Refrain from creating an account |
| PINTEREST | Refrain from creating an account | Refrain from creating an account | Refrain from creating an account | Refrain from creating an account |

- Try to avoid underscores in your social media handles
- Any account inactive for 60 days or more should be deleted
- Missions working outside the English, French and Spanish speaking communities can adapt the IOM acronym. Please contact MCD and/or OCU for further information.

SETTING UP AN INSTITUTIONAL ACCOUNT

IOM staff intending to use social media on behalf of the Organization shall create and use institutional accounts.

- Setting up an institutional account is subject to the following requirements:
- Country profile on www.iom.int was updated within the last 3 months.
- A concise concept that defines the objectives, strategy and resources for the envisaged social media presence.
- Approval by the Chief of Mission.
- Notification sent to MCD-OCU.
- **Adherence to the IOM naming convention** for social media websites (see table above).
- **Adherence to the IOM visual identity guidelines** (see IOM branding toolkit).
- Regular reporting on impact and results to MCD-OCU.

MANAGING A SOCIAL MEDIA ACCOUNT

Each mission should use a social media management website to ensure an effective and sustainable planning of digital communication. For an effective monitoring and scheduling of online activities, please refer to the IOM global strategy for further information. IOM Missions are encouraged to use the free Buffer app (www.buffer.com), the free Hootsuite app (www.hootsuite.com), or the free Every post app (<http://everypost.me/>).

Buffer/Hootsuite/Agora Pulse should be:

- Checked every day to ensure no inaccuracies, typos, etc.
- Have a minimum of one daily tweet.
- Minimum of three weekly Facebook post.
- Minimum of three weekly Instagram post.

All social media accounts should be checked regularly by the social media manager. Record statistics, engagement, comments, etc. all accounts should be checked at least 3 times a day including weekends to ensure a careful management of the ongoing activities.

BECOMING A SOCIAL MEDIA MANAGER

To streamline the message and provide accountability, one person should be the designated social media manager for each mission. The social media manager is responsible for maintaining all social media accounts and ensuring that messages are correctly conveyed. The manager should be someone with previous social media experience who can successfully run at least three accounts. The social media manager should dedicate at least three hours each day to social media.

GENERAL GUIDELINES

It is not mandatory to create a Facebook, Twitter, and Instagram account. There are several factors to be considered: staff, expertise, social media geographic reach and content. It is better to focus solely on one platform (Facebook or Twitter) rather to use multiple social media channels with an unmonitored approach.

Facebook

- Official IOM accounts should use Facebook Pages instead of profiles. A profile is an account used by individual accounts, while a page is an institutional URL intended for companies/organizations/VIPs.
- Accounts should always include relevant and up-to-date photos and videos.
- Administrators have access to analytics on engagement called insights and should take advantage of these or any future built-in tools.
- Facebook should not be viewed as merely a place to stream IOM activities. Be creative, engage users, run social media campaigns.
- If possible, include Facebook Live Stream in your strategy. DO not go live without a content strategy and without understanding the feature. Make sure to have access to a Wi-Fi and to think through every video in advance. Contact OCU-MCD for further information.
- Facebook provides simple ways to control incoming user-generated content. Such material can and sometimes should be removed. See "Slander, Criticism and Incorrect Information" above for further information.
- Think mobile first, hence the length of posts on Facebook is not very flexible. As a general rule, try to keep posts under 500 characters.

Twitter

- Accounts that duplicate content should be avoided. Using at least some original content emphasizes one's commitment to the platform.
- To maximize engagement, tweets should be helpful, useful, informative, and relevant. Do not focus only on donors, but also on human interest stories.
- Hashtags embody the core of Twitter (#). They appear in front of keywords included within the text of a tweet that help distinguish content and make it more easily searched for. Hashtags are perhaps most important when providing live coverage of an unfolding event, and particularly in times of crisis, but try to limit yourself to two or three per tweet.
- Consider using Twitter Periscope or pre recorded videos as an alternative or a complementary feature of Facebook live. The same recommendations apply. Contact MCD-OCU for further information.
- Unlike Facebook, on Twitter there's no limit to the number of daily posts.
- Unlike Facebook, retweets are recommended
- Maintain a consistent tone in the language used. Content on Twitter generally should be conversational, though one should not get too carried away with abbreviations and slang.
- To the furthest extent possible, messages received should be replied to respectfully and promptly. Accounts should encourage engagement.
- A re-tweet is a quote of a tweet originally sent by a different author, generally meant to imply support of the original tweet while exposing the message to a wider audience.
- Generally, staff operating IOM accounts should not re-tweet messages from other authors unless indicated otherwise. Retweets of IOM missions are encouraged. Retweets of DG, DDG, Spokesperson, Directors are also encouraged. Retweets from other UN Agencies are not encouraged unless there is a specific campaign or we are observing a UN International day. Twitter's maximum post length is 140 characters, and uploaded images and videos are not counted anymore in the Tweet.
- There is no limit to the number of people that we can follow, even though it is always advisable to keep the number of followers considerably higher.
- On Twitter you can publish videos without cross posting from YouTube. When possible, use this feature, which increases users' engagement.

Instagram

- As on Twitter, hashtags are at the core of the platform. Make sure to use the free tools indicated in the document to reach out to more users.
- Publish only high-resolution photos of beneficiaries and field activities. Avoid institutional photos unless the event is important for the mission, RO, HQ.
- Instagram is a visual platform, and images should be of high quality. It is better to publish less but better curated content.
- Instagram allows users to publish videos of up to sixty seconds.

Youtube/Vimeo

- Only upload content of high quality.
- Make sure to use a short and appropriate title for each video. Keep the details for the description. Avoid technical language.



FACEBOOK

Facebook is an online social network used by over 1.65 billion people worldwide which allows users to share posts, articles, videos, live videos. It is not mandatory to open a Facebook account.

Posts

Think mobile first. Posts should never be longer than one or two paragraphs:

- Hashtags are not necessary.
- If used, make sure to tag relevant pages properly (@+name of page).
- shorten links with www.bitly.com
- If you include an image, use a square format (1080x1080 pixel) or a landscape format (1280x720 pixel).
- Use only high-resolution / semi-professional images
- Avoid institutional images (unless it is a special occasion).
- Do not share content from other accounts on your timeline (unless it is content from HQ or RO). If possible, try to get hold of the image or the native video and then upload it directly on the timeline
- If you are uploading a video, do not cross-post from YouTube, but upload the native file on your timeline to increase users engagement and visibility on the platform.

Comments/ Reviews

As a general guideline, do not delete negative comments as this promotes transparency. The following guidelines outline how to handle and respond to comments you may receive on Facebook.

For negative reviews

- Try to address them by linking the user to an IOM report / statistic about migration.
- If the message is too offensive, ask the user to send a private message.
- Response should be within 6-12 hours.
- Do not use the phrase “we are sorry you feel this way.”
- Be sure to tag the person by first name in the post to ensure they receive the reply.
- Do not use your name during the conversation.

For positive reviews

- If possible, provide a link that they can follow.

For nonsensical reviews

- (i.e. spam, inappropriate language or content)
- Delete.
- If deletion is not a possibility, mark as spam.

For dangerous comments/ reviews (for all platforms)

- If the comments contains direct or indirect threats, the message should be reported to Facebook (click on the message, then report, then follow the procedure).
- Take a screen shot and write down any relevant information (i.e. Name, Location, etc.).

For damaging reviews

- Do not claim fault or speculate - it provides ammunition to the commenter who could be incorrect.
- Ask them to send you a written complaint and make sure to answer their questions or remarks with correct information.

Management

- Facebook should be monitored at least 3 times a day. Consider downloading the Facebook Pages Manager app on your Smartphone to facilitate your work (answering comments, posts, direct messages, engaging with users, or monitoring the page).
- Study your insights data carefully and ensure to post at the right time. Do not post more than twice a day. Weekends are the best days for engagement.



TWITTER

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets." It is used by over 300 million people worldwide. It is not mandatory to open a Twitter account.

Hashtags

- There should be no more than three hashtags per tweet limited to a maximum of three words per hashtag.

Tweets

- Each tweet should follow the structure: short message, external link, hashtag, image.
- If image is not available, each tweet should follow the structure: short message, external link, hashtag.
- If image and external link are not available, each tweet should follow the structure: short message, hashtag(s).
- Suggested length: 90-100 characters (including hashtag), image.
- There is no limit to the number of tweets you can disseminate each day.
- Do not retweet other UN agencies unless it is a specific occasion (e.g. UN international days, partnership). Focus on IOM-related activities (HQ, RO, other IOM Missions).

Images

- If you do not have an image of high quality, do not attach it but use a relevant hashtag to increase users' engagement.
- If images are used from an external source, they should be copyrighted and correctly sourced (use www.picmonkey.com to add the watermark/credit)
- Use only professional, high quality photos (e.g. IOM media library).
- You can upload videos up to 140 seconds in length via Twitter. Avoid cross posting from YouTube but upload native files to increase retweets, reach and engagement.

Links

- External links should be properly cited.
- Link to authoritative, reputable and credible websites (i.e. official UN websites, academic institutions, official company websites; in general, Wikipedia should not be used as the primary source).
- shorten URLs on www.bitly.com.

Comments/ Retweets

- Engagement with followers. Likes, direct messages, replies increase our online credibility and transparency.
- Retweets from IOM including HQ, RO, DG, DDG, Spokesperson, Dir. of Departments, or other IOM offices are recommended.

Free Tool

Several tools can help each social media manager ensure a professional use of Twitter:

- [Tweet deck \(https://tweetdeck.twitter.com/\)](https://tweetdeck.twitter.com/) allows users to schedule tweets, create lists, follow users, trend, relevant hashtags.
- [Follow the hashtag \(http://analytics.followthehashtag.com\)](http://analytics.followthehashtag.com) allows users to check hashtags' visibility and engagement.
- [Social Rank \(https://socialrank.com\)](https://socialrank.com) allows users to track and find their followers
- [Trends map \(http://trendsmap.com\)](http://trendsmap.com) allows users to map popular hashtags according to regional trends.



INSTAGRAM

Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, share them either publicly or privately on the app. It is used by over 500 million people worldwide. It is not mandatory to open an Instagram account.

Posts/Content

As the algorithm keeps changing, we recommend posting not more than 2 times each day. Please make sure to:

- Post only high-quality photos.
- Use a square format (1080x1080) or landscape format (1024x768).
- Use www.canva.com or <http://sproutsocial.com/landscape> to crop the photos accordingly.
- Make sure to tag other users/accounts properly.
- Make sure to use relevant hashtags.
- As a general rule, do not repost from other accounts unless it is a special occasion or there is a formal request from other UN agencies. If they want you to post their content as part of a campaign, please ask them to share the native files.
- Each post should not exceed two paragraphs.
- Please do not add links to your posts as they won't appear as hyperlinks.
- Please do not post photos from IOM official meetings unless they are of semi-professional quality.
- Create Instagram stories.

Management

A successful Instagram account requires careful management and attention to detail. Remember to:

- Check your account at least 3 times every day.
- Answer properly to each comment.
- Answer properly to each private message.
- Make sure to use correct and relevant hashtags to increase the visibility of your posts.

Free tools

- Check [Top Hashtags](#) for popular hashtags which can increase your online reach.
- Check [Iconosquare](#) for analytics and reporting about the account.
- Check [Instagram Stats](#) for comprehensive analysis about the account.
- Check [Social Rank](#) to analyze your followers and understand how to engage them.



YOUTUBE/VIMEO

Youtube is a global video sharing website used by over 1 billion people. It is not mandatory to open an account.

Videos

- Upload only high quality videos.

Comments/ Reviews

Comments should not be disabled.

Lists

- Create lists with thematic videos.
- Include a title and a short description of the video.
- Add a series of relevant tags for each video.
- Create a series of thematic albums.



LINKEDIN

Do not create an account until further notice. OCU- MCD are managing the global account.



PINTEREST

Do not create any IOM corporate accounts until further notice.



SHORTHAND SOCIAL

Contact your RO or MCD-OCU if you want to contribute to the IOM Shorthand Social global account.



SNAPCHAT

Do not create an account until further notice. OCU- MCD will be managing the global account.

BASIC EDITORIAL GUIDELINES

Although language and tone of social media websites is typically less formal than in traditional media, IOM staff managing institutional accounts should observe a few basic guidelines:

- Create a strategy – consider your message, audience, and the potential reaction.
- Know your audience.
- Update your account regularly to maintain a constant media presence.
- Establish a writing style and approach that works most effectively with your target audience(s).
- Limit yourself to your area of expertise.
- Be credible by being accurate, fair, thorough and transparent.
- If you are not certain of the facts, do not post and decline to comment. Do not risk spreading misinformation.
- Feel free to share and promote links to online information about IOM activities.
- Encourage constructive criticism.
- Avoid endorsements and the appearance of marketing. Use caution when discussing a particular product, service, or brand in an official context as such promotion may be seen as a United Nations endorsement or may undermine your credibility.
- Assume that your posts are permanent.
- Use extra caution in times of crisis.
- Keep professional and private lives separate.
- Consider your platform – i.e. your message on Twitter is much shorter than your message on Facebook
- Consider posting times - there are specific peak times for every social network.
- Openly admit and correct inaccuracies to rectify any issues or claims of cover-ups.
- Turn negative comments into positive discussion.
- Be mindful of copyright - credit and source everything you can.

SLANDER, CRITICISM, INACCURATE INFORMATION

The nature of social media is to engage audiences. While many will be supportive of what IOM is doing and saying, IOM should expect individuals and groups to post inaccurate information and make comments that are critical of IOM and its actions. In extreme cases, someone might post derogatory remarks or even slander.

Staff managing IOM accounts should:

- Respond to constructive criticism with facts while leaving opinion and excessive emotion out.
- Allow content that may not stick to the topic but is not offensive.
- If the content is accurate and in the context of the conversation, approve the content, regardless of whether it is favorable or unfavorable to IOM.
- Where possible, remove inappropriate material posted by others. Content should be deleted if it:
 - Uses unacceptable language. The person making the comment should also be reported and/or banned.
 - Degrades, defames or otherwise denigrates any individual, group or country (especially if the country is a Member State).
- Avoid responding to, or if possible remove, direct attacks and blatant slander.
- Refrain from commenting on or perpetuating rumors that cannot be clearly affirmed or denied.

COPYRIGHT

Photos and videos taken by IOM staff members in the exercise of their duties are copyrighted by IOM. In case IOM staff are taking photos or videos of IOM beneficiaries it is mandatory to have each beneficiary sign a “Photography Consent Form” (available at https://intranetportal/Pages/HQ_ODG_LEG_DAT.aspx). IOM staff can upload the photos to the IOM Media Library and notify MCD-OCU, which will approve, catalog and publish the content.”

An IOM staff member managing an institutional account can use materials which are owned by IOM on social media. However, s/he should do so sensibly taking into account IOM's interest to preserve its intellectual property. In particular, a staff member should:

- Avoid posting highly publicized photographs e.g. those used in IOM posters or on covers of books and magazines.
- Instantly remove photos or other material if their use violates copyright law.

BRANDING AND VISUAL IDENTITY

Review the IOM Branding toolkit on the IOM Intranet for a comprehensive description of the institution's visual identity. A strong visual presence is key to the success of IOM's brand and social impact online. It helps audiences recognize IOM, builds credibility and fosters loyalty.

Logos

The consistent use of an official IOM logo is essential for a strong brand. For an online presence the use of the promotional or shortened logo is recommended.

Official IOM logos can be found on the IOM intranet.

URL, Domain Names and Social Media Registrations

International organizations established by a treaty have been granted the privilege of a dedicated top level domain name: .int. This protects IOM's online identity. Missions are strongly encouraged to use an iom.int subdomain for their online presence, most notably country websites.

Facebook

- URL proposals should contain IOM and the location name.
- i.e. www.facebook.com/IOMPhilippines.
- See table on page 2 and 3 for further guidelines.

Twitter

- URL proposals should contain IOM and the location name i.e. www.twitter.com/OIMColombia.
- Try to avoid underscore or slash.
- See table on page 2 and 3 for further guidelines.

YouTube/Vimeo/Flickr

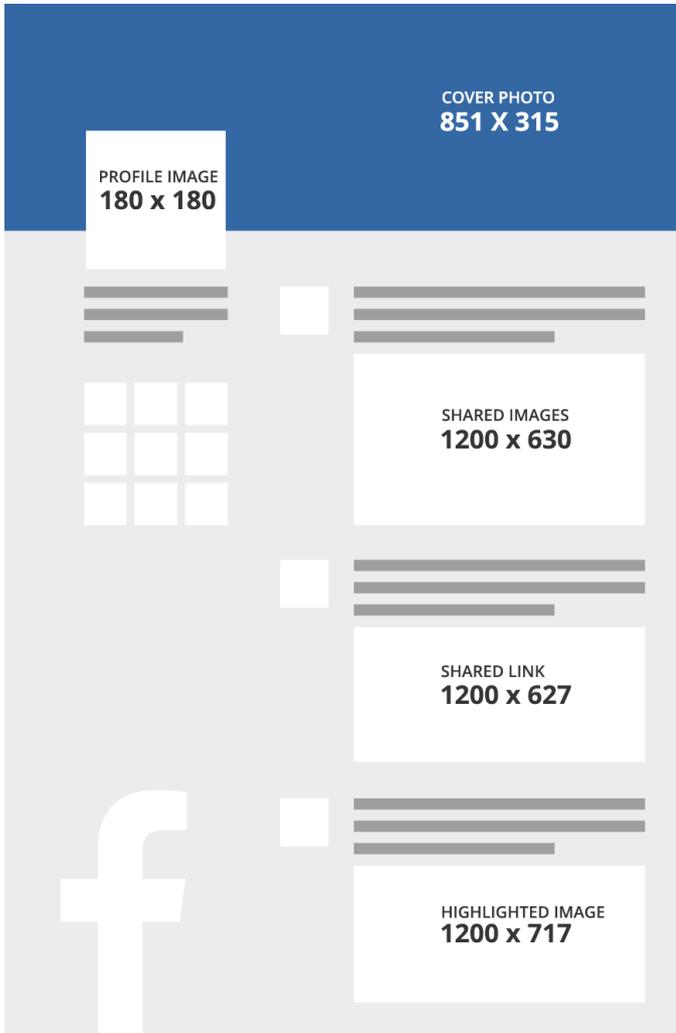
- URL proposals should contain IOM and the location name i.e. <http://www.youtube.com/user/iomphilippines>.
- See table on page 2 and 3 for further guidelines.

Instagram

- URL proposals should contain IOM and the location name i.e., www.instagram.com/OIMColombia.
- See table on page 2 and 3 for further guidelines.

2016 MEASUREMENT GUIDELINES

The following are the latest size requirements for the various visuals and graphics used in our social media platforms.



FACEBOOK IMAGE GUIDELINES

Cover photo

Image will appear at 851x315 pixels. For best results, upload photos in RGB and graphics (photo, text, logo, or combinations) in PNG.

Profile photo

Uploaded file should be 1080x1080 pixels but will appear at 160x160 pixels.

Highlighted image

Image will appear on your page at 843x504 pixels so choose a higher resolution at that scale for better quality.

Shared Images:

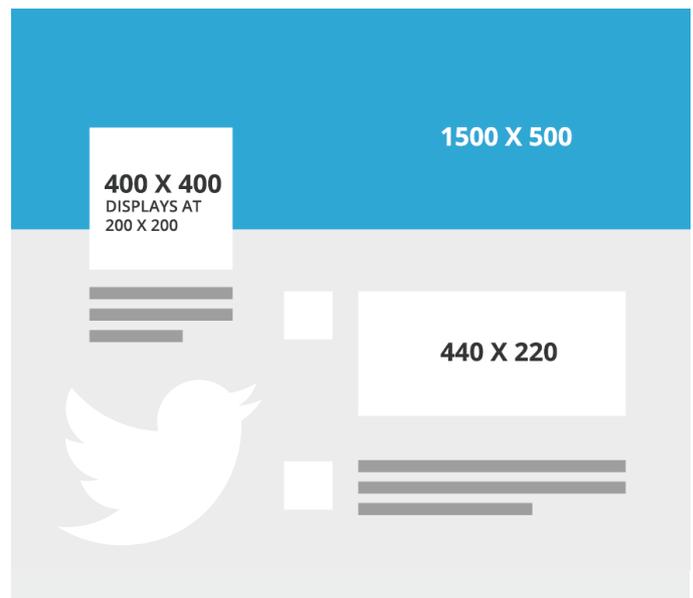
Image appears in feed at a maximum of 470 pixels, 504 in page (scaled to a max 1:1). We recommend uploading a square format (1080x1080) or landscape (1270x720).

Shared Link:

Square photo – min 154x154 pixels in feed, 166x166 pixels on page; rectangular photo – min 470x246 pixels in feed, 484x252 on page;

We recommend uploading a square format (1080x1080) or landscape (1270x720).

Facebook will scale photos under the minimum dimensions.



TWITTER IMAGE GUIDELINES:

Header photo

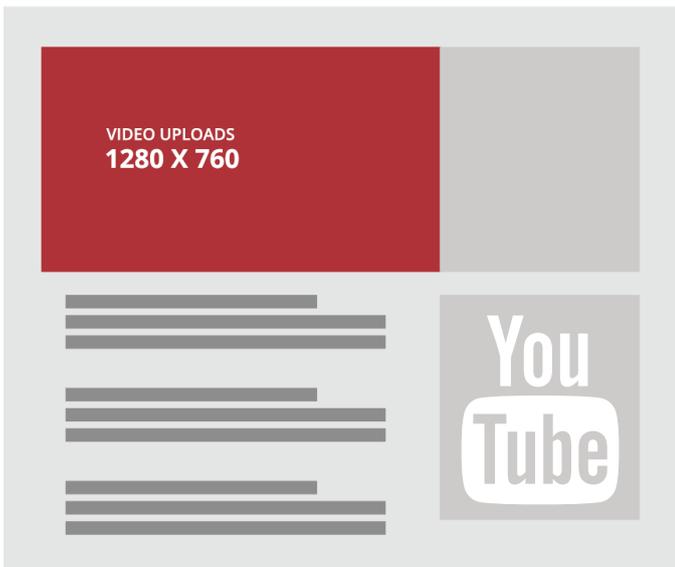
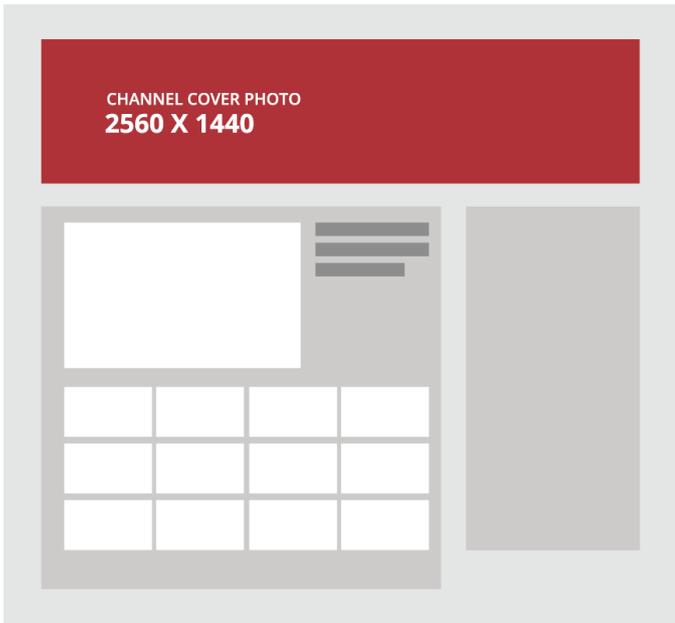
Maximum file size of 10mb.

Profile photo

Images are uploaded at 400x400 pixels.

In-stream photo

Appears in stream collapsed at 506x253 pixels with a maximum of 5mb.



YOUTUBE IMAGE GUIDELINES

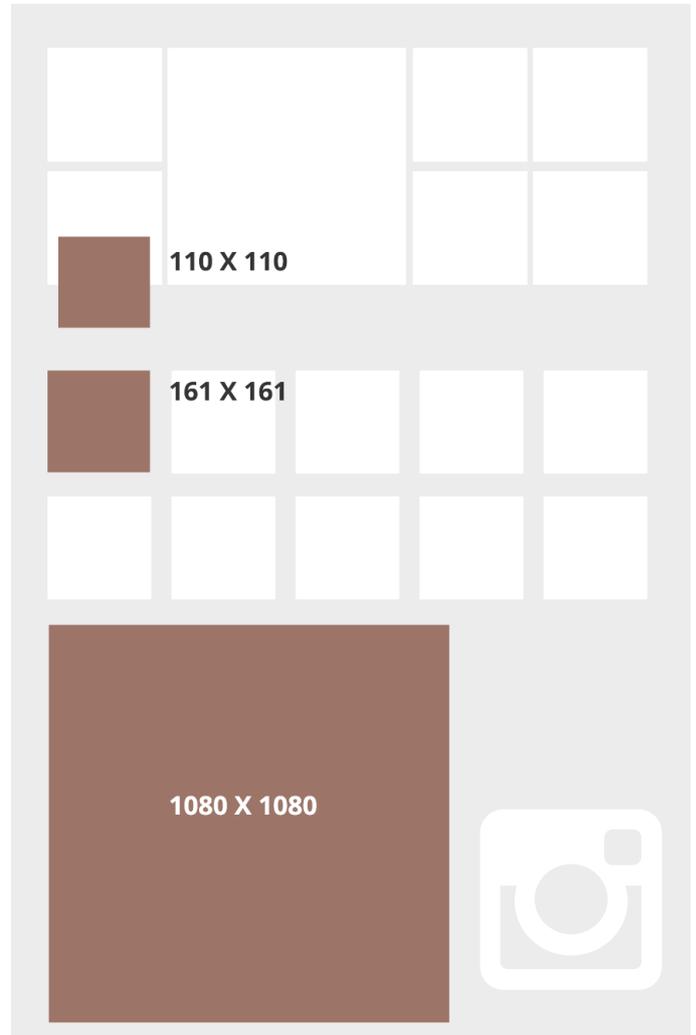
Youtube is streamed from various platforms so our channel art and videos should be optimized to cover most, if not all of these.

Images

- Tablet: 1855x423.
- Smartphone: 1546x423.
- TV: 2560x1440.
- Desktop: 2560x423 (1546x423 – pixels are always visible)

Videos

Aspect ratio: 16:9, to qualify as full HD, video dimensions must be at least 1280x720 pixels. Try to upload only videos in Full HD or in 4K.



INSTAGRAM IMAGE GUIDELINES

Profile image

Image appears in home page at 110x110 pixels. Maintain a 1:1 aspect ratio.

Photo thumbnails

Image appears in home page at 161x161 pixels. Maintain a 1:1 aspect ratio.

Instagram photos

Photos are now uploaded at 1080x1080 pixels or in landscape mode (1270x720).

SECURITY AND PRIVACY

IOM staff should assume that all social media initiatives are potentially public and visible to everyone worldwide. It is possible to use privacy controls to limit access to sensitive information, but such controls are often unreliable and counterproductive.

- To maintain security on social media, staff should:
- Never post personal details, such as home addresses, date of birth or other sensitive personal information.
- Be careful if you post photos of yourself or use names or photos of your colleagues. Ask colleagues' prior consent before using their photos or names. Bear in mind that the identity and personal details of staff members can be very sensitive in many operational areas.
- Ensure that they respect the privacy of the individual whose photo or video they might be sharing and in case it is an IOM beneficiary, ensure that they have acquired a signed consent form from them.
- Be aware of offline security concerns. Never post information about routes or times of convoys, for example. Check with security officials when in doubt.
- Promote strong authentication and access- control.
- Implement countermeasures against spam and hacking, where appropriate.
- Review current techniques addressing phishing [identity theft] and spam. An e-mail anti- spam system should be incorporated to eliminate spam comments and traffic.
- Make sure to read and follow office-specific security requirements.

PERSONAL USE OF SOCIAL MEDIA

While IOM Staff may communicate through social media channels for personal use, staff needs to be mindful that personal social media exchanges are effectively public and can be visible to everyone and have an enduring footprint. With that precaution in mind, the same core values that guide your daily conduct as IOM staff members apply equally to IOM staff and their use of personal of social media. Keep in mind that staff should adopt exemplary standards of personal behavior, including in their use of social media. Be aware that actions and opinions can reflect on IOM, compromise its interests, affect its reputation or offend the community in which you live or work. Inappropriate use of social media,

either in your official capacity as an IOM staff member or in your personal capacity, may result in disciplinary measures.

At all times staff must ensure compliance with the IOM Standards of Conducts (IN/i5 Rev.i of i December 20i4).

When using social media, please keep in mind these two guiding, mandatory Instructions cited below:

IN/i5 Rev. i Standards of Conduct.

The basic responsibilities of IOM staff members are set forth in IOM's Standards of Conduct and also apply to the personal use of social media websites and tools. Staff members are expected to adhere to the core values of integrity, loyalty, independence, impartiality and an international outlook. To read the Standards of Conduct, please click on this [link](#).

IN/i23 Social Media Policy.

To learn more about IOM's IT Policies and Guidelines, including its Social Media Policy, Internet Usage Policy, Acceptable Use Policy and the Confidentiality Statement applicable to all persons employed by or working for IOM please click on this [link](#).

Setting up an IOM social media account.

Remember, please contact MCD before creating an IOM social media account ([link](#)). This process is discussed in "Setting up an Institutional Account," above.

DIGITAL PROFESSIONALISM

All IOM staff members must adhere to the highest standards of conduct and professionalism and that same standard also applies to digital professionalism. To learn more about digital professionalism, listen to this short [presentation](#).

Drawing on IN/i5 Rev. i and IN/i23, we feature a few key guidelines below about the acceptable and unacceptable use of social media. This is just a partial list. For more detailed information about business and personal use of social media, please consult IN/i23 and IN/i5, Rev. i. If you have a question about whether a communication is appropriate, please ask your supervisor, MCD and/ or the Ethics and Conduct Office -- before you post.

DOS

- Adhere to IOM's core values, including integrity, loyalty, independence, and impartiality.
- Conduct your social media communications in way that public confidence and trust in your integrity, objectivity and impartiality and that of IOM are enhanced.
- Be knowledgeable about IOM. When staff are seen as knowledgeable and helpful, this reflects positively on you and on IOM.
- Keep IOM confidential information confidential, especially protected information about beneficiaries and colleagues.
- Avoid any conflict of interest in your on-line conduct that could comprise the interests of IOM.
- When using social media respect the cultures, customs and habits of all countries.
- Observe the local laws and regulations.
- Remember that, as an international civil servant, you must demonstrate reserve and tact and conduct yourself at all times in a manner befitting your status as an international civil servant. Your conduct and activities outside the workplace, even if unrelated to official duties, should not compromise the interests of IOM, bring it into discredit or offend the community in which you live or work.
- If your social media presence amounts to engaging in any outside activity (such as on-line activities such as running a business or other entity, teaching, or publishing books or articles), please complete this form [here](#), ask for your supervisor's approval and send it to the Ethics and Conduct Office. Outside activities must be approved before they begin.
- If you communicate about work-related issues on social media, use a disclaimer stating that the views posted are yours alone and do not necessarily represent those of IOM. Be aware that this disclaimer doesn't free you from the fundamental obligations you have under IOM's Standards of Conduct, the Staff Regulations and Rules and other related guidance.

DON'TS

- Don't say anything online that you wouldn't be comfortable seeing quoted on CNN, being asked about by your parent, national authorities or having to justify to your supervisor.
- Don't post personal grievances or publicly criticize your colleagues and the Organization.
- Don't criticize, attempt to discredit or interfere in the policies or affairs of a Government.
- Don't post any of IOM's internal and confidential information.
- Don't post the personal data of individuals without their prior consent, including beneficiaries and staff members.
- Don't criticize others or those who take issue with IOM but feel free to correct others by sticking to the facts.
- Don't use IOM emblems as any part of your personal blog or social media profile.
- Don't accept or place tokens, badges or virtual gifts from political or partisan causes on pages or sites.
- Don't engage in social media activities that violate any of the behaviour prohibited under IOM's Instructions, Staff Regulations and Rules and other IOM guidance, including but not limited to:
 - Discrimination on the basis of race, gender, religion, colour, age, marital status, national origin, biological sex, gender identity, sexual orientation, physical disability, or political conviction.
 - Harassment in any form, including bullying, sexual harassment and retaliation.

APPENDIX I: FUTURE DEVELOPMENT

Within the framework of its purposes, IOM has been making efforts to institutionalize gender into its work. Please read the [Gender and Communication Toolkit](#), which provides the basis to IOM's work on gender and migration, and whose content should be integrated into our understanding of social media.

THESE GUIDELINES WILL BE REVISED REGULARLY
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