

Social Media guidelines

1 Scope

These guidelines are meant to provide guidance for the use of social media by swissinfo.ch employees.

Social media in this context are defined as all kind of tools allowing a person to publish content on the web, public (linkedin or twitter) as well as semi-private (facebook & co).

2 Goal

Social media tools provide new possibilities for our content. One part comes from the users and their activity. The other part is our own behavior regarding social media. The objective of these guidelines is to provide some guidance in the risks of the latter.

We feel it makes no sense to enforce strict limitations and we would like to repeat the BBC and Spiegel “policies” in that matter:

M. Eltingham, BBC: “Basically, don’t be an arse”

S. Plöchinger, Spiegel: “Don’t say anything you wouldn’t say on the street”

3 Private use

All employees, including journalists, are free to use Social Media for private use. However, it is important to remember that what you say online **can be used against the company** even if it is a personal matter. You should also be aware that, once online, your content might be impossible to delete.

Recommendations:

- Do not see your virtual avatar as disconnected from your real self
- Do not endorse any comment that you would not endorse in public
- Respect copyrights

+ as a *journalist*:

- Do not endorse any single political party
- Do not endorse any brand
- Pay attention to the activities and interests shown in your public profile on platforms such as facebook

4 Professional use

You are welcomed to use social media for professional use. This might include contacts with other media journalists, activity in professional circles such as LinkedIn, witness/protagonist research on facebook or swisscommunity.org, story-digging on twitter or sharing of content within a professional environment.

The social presence should be meant as an extension of your physical activity, not as a marketing tool. You have to be the same person as you would be at your desk or in the field, with the same ethical and professional attitude.

Be aware that you are a representative of an objective news outlet. As such, **you do stand for the credibility and quality of our product.**

Recommendations:

- Act like a journalist, resp. your position at swissinfo
- Act like you would in a physical environment
 - Do not try to defend the company if attacked, bring the issue to CR
 - Do not endorse any political environment (facebook page, forum) without making sure you participate in the whole political spectrum - be a fan of all swiss parties if you wish
- Keep marketing to a minimum
 - Social media answer to the same rules as real social life, do not try to oversell your content