

# IIC Community and Social Media Guidelines



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## 1. Collaborate and share

Online collaboration can support the development of the conservation profession by sharing and discussing ideas and innovations. IIC staff, members, volunteers, invited participants and engaged supporters are encouraged to:

- Use the online community and social media platforms as an opportunity to discuss, develop and share ideas as well as information on events, programmes and publications.
- Work with others on delivering events, programmes and initiatives for IIC members related to each of the Special Interest Community themes.
- Contribute to the life of IIC as an international community of conservators
- Be transparent and communicate in a way that encourages open discussion

## 2. ...But do not over share

Even if your group is not public, you should not share private or personal information on it (either yours or others).

- Make sure your posts do not include your home address, telephone numbers or you share **IIC login information or passwords** for any online systems or channel with unauthorized individuals.
- Be mindful of how some mobile phones also tag image files with geographical data showing (very accurately) where the image was taken
- Be mindful of sharing any *personally* sensitive or business sensitive information without consultation or explicit permission (of private practice or collection management, clients, etc.), especially with regards to sharing reports, management information or data.

- Consider good practice for social media and professional ethics in all online discussion and do not post images of people (including minors/under 18 year olds) where consent has not been provided.
- Be mindful of “**Fake News**”, where reposting content please check the original source can be trusted and you are only promoting content in keeping with these guidelines. A useful guide to check can be found here: [Tips for spotting fake news online - BBC Bitesize](#)
- Events, training programmes, commercial services and workshops run by external third-party operators, including those that attract a registration fee / cost to attend, **should not** be promoted on the IIC Community space unless approved by the IIC Office. The event pages on the platform are a space to promote IIC member focused initiatives that are created and delivered with trusted partner organisations, where there is a clear and transparent benefit for IIC members and where there is equitable access to participate globally.

### 3. Be the 3 Rs: respectful, relevant, reasonable

IIC holds respect as a key value and all participants in our on-line community should be respectful to each other and those who engage in debate or conversation.

- Be respectful when posting (especially about sensitive subjects or topics), and extend respect when dealing with others. Remember that as an international community IIC welcomes a huge diversity of members and perspectives
- Ensure your comments are relevant to the topic or group in which you are posting
- Remember to be reasonable as you engage with other members of the community; debate is welcomed, but reasonable, constructive debate only
- Posts, blogs and conversations that are not found to be respectful, reasonable and relevant may break our community guidelines and are unlikely to be welcome in our community. This applies to everyday issues such as courtesy and politeness, and extends to serious issues including 'trolling', homophobic, sexist or racist content and hate-speech, or any contributions which could be interpreted as such

### 4. Write, read... then publish

Read [Writing for IIC](#) and give consideration to the type of platform you are publishing on, whether that's 240 characters on Twitter or a 1500 word article for *News in Conservation*. Put yourself in your reader's shoes; it is easy to misunderstand

messages because you have not given enough information or have not considered how others might understand or misinterpret it. Once you have written, read your post through and make sure you are not going to be misunderstood.

## 5. Our virtual community has the same rules as real life. Follow them.

Our online community rules and social media guidelines are no different to a real world community, and your conduct should be the same.

- When making or replying to comments, imagine yourself in a conference or meeting situation, and think about how what your writing would be received if you said it directly
- Remember laws apply to your posts; do not share messages or files that contain intellectual property rights (including copyrighted music, software, videos, photos, text or re-posts) that you do not have permission to share or copy.
- Do not breach anyone's privacy or rights by sharing their personal information. Consider issues such as libel and defamation when posting about individuals or organisations.
- Remember you must follow and adhere not only to our guidelines, but to the laws of your location and country.
- Be mindful of the laws surrounding the Data Protection Act (<https://www.gov.uk/data-protection>)

## 6. And Finally

- These Guidelines should be read in conjunction with IIC's Privacy and Data Policy <https://www.iiconservation.org/privacy> and [IIC's Code of Conduct Policy](#).
- We reserve the right to remove any blogs, posts or images which may put you or IIC in legal jeopardy or disrepute (including blogs, posts or images which infringe, or which we have reason to believe infringe, any third-party intellectual property rights).

### **Acknowledgment:**

*IIC guidelines with thanks to the community guidelines of Cardiff University and the IIC Communications Team Volunteer Coordinators for their input.*