



SOCIAL MEDIA ETHICS

Leave kind imprints online

1. Choose your words wisely. We are all human and would never intentionally offend. Be authentic with your copy but try to be conscious of your wording. Your words hold meaning and they carry.
2. Allow people to voice their views as long as they are not at the expense of someone else or someone else's feelings.
3. Anticipate not only what your digital communication is meant to achieve, but also what unintended consequences might follow it as well. Be honest, balanced and kind with your approach.
4. Look to build trust on social media, be firm but remember it is acceptable to respectfully disagree with others.
5. Do not call out. You can advise, direct, offer a kindness check, refer to the rules of the community, mute, remove, delete or block depending on the offense but never publicly humiliate or call out someone who is misbehaving no matter how badly.
6. Remove yourself from the situation. Digital altercations are not about you. They are, like any conflict, a result of a person's personal mind-set, circumstance and emotional pain. Sometimes as protectors and guides to communities we take the heat for a less than ideal situation - this is our duty but it is not about us personally, despite what may be written.
7. Respectfully decline to comment - do not be goaded into an altercation.
8. Remember rage is a cry for help - those who are trolling require the negative attention because they lack positive attention. For someone in a dark place already an "eye for an eye" mentality is not helpful.
9. Does your handling of the situation make the space a better place - is intervening something that is necessary - will others in the group become more comfortable if you do?
10. No gang ups - stay balanced. When you enforce these ethics, inevitably we will inspire support from those who agree - too many open supporters "getting behind us" or commenting on the situation can further isolate the other person. Stay balanced - thank supporters and offenders alike and be inclusive with your manner.



Social Media Kindness Day

We're asking you to pledge and play your part in making social media a kinder place. Held on 9th November each year, Social Media Kindness Day was created in honour of Caroline Flack; however, it's something needed for all...