



Social Media Guidelines 3.0

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Corporate Social Media

The role of social media

The role of social media in UNDP's communications strategy

Social media is an important component of UNDP's strategy and ecosystem for external communications. We use social platforms to support our key messages and campaigns, and to promote local, regional and global stories, which are not always covered by mainstream media.

Social media is a good way to directly reach and interact with target audiences online. On social, we have an opportunity to share our messages in a humanistic tone of voice and make UNDP more relatable as an organization.

UNDP channels

For global audiences, UNDP's corporate social media channels are [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#). We also use [Youtube](#) to publish and promote videos. YouTube has a social networking aspect as well, which can be useful in distributing content to a larger audience.

- Twitter offers bite-sized versions of our content and messaging. On Twitter, it is effective to post multiple times per day. We use Twitter to publish both technical and more mass-appealing messages that are succinct, simple, timely and relevant to global trends. Twitter is also essential for our donor communications as many governments and journalists from donor governments are active on Twitter the most.
- Facebook is a place for public interest stories. While there are technical experts on this platform as well, most people use Facebook to catch up with friends and family, thus responding better to human angle stories.
- LinkedIn is a platform where we share professional and technical content. Here, we publish technical blog posts, press releases, reports, and also job openings. On corporate accounts, we advertise P5 level positions and above. Please contact digital.editorial@undp.org for requests.
- Instagram is a visual first platform. To succeed on Instagram, compelling photos and images with a story are crucial. Videos and animated gifs are also effective.
- For UNDP, YouTube currently serves as a gallery or library of themed video content that can be shared.

At the regional and national levels, there are also official corporate channels. The particular channels will vary, depending on the region or country.

Posting on global corporate channels

- The global platforms are the exclusive responsibility of the Digital Communications team in NYHQ.
- If you are approached by an individual or an organization regarding partnerships and collaborations, please consult first with the Digital Communications team.
- CO or HQ staff **should not promise others access to and exposure** on UNDP's corporate digital without the knowledge and agreement of the digital communications team.
- **Any commitments or partnerships for UNDP social media at the global, regional or national level** without previous consent or discussion with the respective global, regional or local team managing the account may not be taken into consideration.

UNDP standards for corporate accounts

It's important to keep consistency in the way we appear on and maintain our social media accounts. Consistency strengthens our efforts to build a recognizable UNDP brand.

- Use corporate accounts to share key messages and relevant, engaging stories throughout UNDP's network.
 - Use regional accounts to focus on highlighting regional content.
 - Use national accounts for national content.
- Have consistent [visual branding](#) across UNDP's social channels to help establish the official presence of UNDP, creating a unified feel. See the [UNDP Branding Manual](#) for more details. Please do not make any changes to the UNDP logo without first consulting the Marketing team (for any questions, please contact brand@undp.org).
- Be consistent in account names throughout social networks, which helps reinforce the solidarity of UNDP and its country offices. It also reduces search time for those looking to find UNDP accounts.
- Follow a standard layout template like @UNDP's (ie: profile image/ avatars, background banner photo or video). Please see our social media pages for reference.
- Keep accounts up to date: make sure organization's description and contact information are correct.
- Check comments and messages daily. Engage with relevant comments and answer questions. You can use some of the standard responses from [our FAQ section](#).
- Make sure that at least two people have full access to social media accounts as either having their profiles assigned as admins, or having the credentials to access an account.

Which accounts to follow

Following relevant accounts can help strengthen the relationship with

the donor community and organizational partners, as well as engage with potential cause advocates and thought leaders. We recommend following accounts such as:

- Official donor accounts and missions
- Goodwill Ambassadors and Advocates
- Partner organizations
- UN sister agencies
- Senior UN officials
- Featured speakers from thematic conferences and events
- Experts from [leading think tanks](#)

Please remember that by following and/or engaging with an account, you're validating the person/organization and their expertise.

An organization or individual claiming to be a UNDP or UN expert on their social media profile must be listed in a credible policy or partner organization or their work must appear in one or more accredited policy journals, articles, etc.

Please do not follow self-proclaimed “UN/UNDP experts” and organizations whose profile description links to self-published blogs and websites they’ve created on their own. These are often signs of fake accounts or accounts attempting to gain self-credibility and legitimacy by gaining UNDP followers.

Before following or engaging with an account, please research the handle’s digital footprint online to make sure the organization or individual is a legitimate entity and not an impersonator or a fake account. Blue verification badges show that accounts are official.

See our [guidance note on engagement](#) for further details. for further details.

Guidance for outreach to Goodwill Ambassadors and Celebrities at National and Regional Level for social media and beyond

- At the global level, we engage UNDP's Goodwill Ambassadors (GWAs) in both global and regional campaigns and coordinate with Ajla Grozdanic, who manages the relationship and process with celebrities and influencers. When developing campaigns at the regional and national level, please liaise with Ajla (ajla.grozdanic@undp.org).
- Before engaging with influencers, please perform a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis to identify shared values and check for any reputational risks or behaviors that may conflict with UNDP's core values. In addition, we recommend creating an influencer strategy.

[See our guidance note on engaging with Goodwill Ambassadors and Celebrities at the national and regional level](#) for more details.

Getting started

If you have an existing corporate account, please skip this page

When creating a new corporate account, it's important to do the right things from the beginning: from picking an appropriate name to using correct profile pictures.

Please make sure you have the need and capacity to maintain a new platform:

- Be clear about objectives and the target audience with which you will regularly engage. Work on a social media strategy, aligning to the overall plan/strategy of your office/bureau/regional hub.
- Make sure to have enough content for daily updates on Twitter, minimum 2 updates per week on Facebook and/or LinkedIn, and at least 3 updates per week on Instagram.
- Make sure you have enough people to maintain the account(s).

How to create LinkedIn, Twitter, Facebook, and Instagram accounts

- For LinkedIn, we recommend creating a regular LinkedIn page, which will be linked to our official [LinkedIn UNDP account](#). Please contact digital.editorial@undp.org to submit a request for affiliation.
- On Facebook, use your Facebook profile to [create a new page](#).
- On Twitter, register [an account by using a corporate email](#). Please note that only one email can be used to create a Twitter profile (you can't register two profiles with the same email).
- On Instagram, [create an account using your corporate email](#).
- Please only use group email accounts. Except for Facebook, where individual email accounts are required.

How to name the account

- UNDP+Country for all country offices. This should be adapted to the local language used for your outreach efforts. Example:

@UNDPArmenia.

- NYHQ doesn't endorse project accounts. For the purpose of promoting a specific project, we recommend creating a unique hashtag and use this hashtag when communicating about the initiative. This will help consolidate all related content while keeping your focus on growing regional social media.

What profile pictures to use

- Please use UNDP brand logo (you can request one by writing to digital.editorial@undp.org). See the [UNDP Brand Manual](#) for further details.

What background/cover pictures to use

- We recommend photos with people/beneficiaries of our projects. Use UNDP photos. You can also customize it based on events and key campaigns.

For examples, please see any of the global social media accounts: [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#).

Account passwords and security

To protect UNDP and its data privacy, we should create secure passwords and a system that keeps these passwords safe.

Creating passwords

- Always create passwords that are web secure. Use !#\$%": and other symbols along with upper and lower case alphabets and numbers. Never use an easy password such as "UNDPBy2030."

How to store passwords

- It is important to store passwords safely. Unauthorized access may result in the loss of valuable data and personal information.
- The country office is responsible for managing users and passwords.
- Store all of your critical usernames, e-mail addresses and passwords for the country or regional office's social media accounts into a trustworthy password vault such as Lastpass.com or on an Excel table in SharePoint accessible to your managers.

Who has access to passwords/how often passwords should be changed

- One or more employees in the office with a contract lasting at least one year (preferably staff to avoid frequent password changes due to rotations).
- Change passwords when a team member who has access to the accounts leaves.
- Change passwords at least once a year even if the team hasn't changed.

Who has admin and other rights

- Facebook: we suggest to grant one full admin access to the regional communications officer and grant editing and analytics access to other contributors.
- Twitter and LinkedIn: grant admin access to regular contributors.
- We recommend to also share all passwords with the Digital Communications Studio in HQ to reduce risks and receive assistance if needed.

Fraudulent and unofficial accounts

- If you find a fake account, please report it to the social network and alert digital.editorial@undp.org.
- For fraudulent accounts and abusive accounts impersonating UNDP, do not reach out to them directly. File a report: [Twitter](#), [Facebook](#), [Instagram](#), [LinkedIn](#). Once you file a report and receive a case number, please send a short email summarizing the situation, evidence, links, screenshots, and the case number to digital.editorial@undp.org.

When a team member leaves

- Revoke all access and change passwords.
- Make sure that the leaving team member's email is not registered as the main contact email for corporate social media accounts.
- All back-ups in the country office, regional office, and UNDP HQ are required to alert the country focal point and the other back-ups if they leave their current position. If this occurs, the country focal point or another back-up must update their list of back-ups and remove access to accounts when staff leave their role.

Content creation and community engagement

Social media offers a unique opportunity to connect with our followers and build communities who are interested in our work. We want to offer fresh and relevant content and to engage with our followers.

Engagement is important not only to help us reach more people, but build loyalty and make UNDP's brand more personal and human.

Suggested frequency of communications

- 3-10 times per week on LinkedIn; can exclude weekends
- 2-7 times per week on Facebook, including weekends
- 3-7 times per week on Instagram, including weekends
- 2+ times a day on Twitter but please allow 1+ hours between tweets

However, please note that we encourage choosing quality over quantity of content. If you don't have many updates, stick to the few you have instead of trying to find more filler content to reach the recommended frequency of communications.

What to post

- Original UNDP content: news, stories, blogs, papers, reports and events related to UNDP;
- Content related to UNDP posted/produced by sister agencies, partners or media;
- UN or partner projects and initiatives if requested to socialize or if you find interesting for your audience.

Do not post personal initiatives or non-UNDP related content in corporate accounts.

The content choice should be adjusted to different social media

platforms. For example, information from a press release could be suitable for LinkedIn and Twitter, but in most cases not for Facebook. Please refer to the [social media cheat sheet](#) for details.

- For job postings on corporate accounts, we advertise P5 level positions and above on LinkedIn. Please contact digital.editorial@undp.org for requests as well as ohr.outreach@undp.org to feature openings on @UNDPCareers Twitter.

Content: Hashtags and tags

- Hashtags are a way to share and connect with others around a topic.
- Hashtags work differently across social media networks: on LinkedIn and Twitter, it's more customary to use hashtags related to the topic of conversation. On Instagram, it's both the topic and description of photos. On Facebook, hashtags don't seem to add much value but it doesn't hurt to use the ones that are relevant to the topic of your post.
- Tag partners, donors, and other relevant accounts on photos and in the posts. However, on Twitter, we don't recommend using more than two-three tags in a tweet. If you need to tag more accounts, please use a photo for this.
- For more guidance, please see our [social media cheat sheet](#).

Comments and messages

- Check comments and messages daily.
- Delete unsolicited promotion of products and services.
- Delete duplicate comments (leave only one).
- When you receive a positive comment, like it. Keep it simple and natural, avoid self-congratulatory comments.
- If a reader questions or criticizes your work or a social media post, or leaves a negative or aggressive comment, be thoughtful. Do not

engage in a controversial post that can escalate in a negative way. But do not delete it either. If in doubt, please contact your Regional Communications team.

- Do not engage in political debates.
- When comments contradict UN values and principles, or could be threatening to you, other staff, partners and the organization, please contact your Regional Communications team or your Regional Security Advisor.
- Please see a list of standard responses for general inquiries [here](#).

Engagement: When to retweet/repost and like

- Retweet content from official sources (other UN agencies, our partners, Goodwill Ambassadors).
- Retweet content when it adds value to your feed. It could be an endorsement by an influencer, a news coverage of our work, an opinion shared by an UN-authorized spokesperson, etc.
- Retweet relevant content to build relationships with influencers.
- Like posts that are relevant but don't need to be retweeted, e.g. if there is an announcement and you've already made it in your account, you can like tweets from other accounts that shared the same news.
- Do not engage with posts which compromise the political neutrality of UNDP, whether coming from GWAs, influencers, partners, or NGOs.
- Like posts shared by GWAs when they write about issues relevant to UNDP. In some cases, engage to congratulate on big personal achievements like being nominated/winning an award. Avoid liking every post just because it's published by a GWA. The same standard applies to engaging with donors, partners, and senior UN leadership.
- See our standards for [best practices on engagement](#) (retweeting, liking and following).

How to manage fraud, followers who harass other followers, and spam

- Fraud, harassment, spam and sensitive images and content are all violations to all social media networks' terms of use. If you see it, please report to the social media platform.
- Hiding these types of posts is acceptable.
- Banning individuals is acceptable, based on the above.
- In cases of fraud, file a report through the profile or post which shows clear evidence of violation of users' terms of use.
- Please note that criticizing UNDP's work is not harassment unless there is inappropriate language or there are threatening and/or abusive comments directed at individuals. Do not hide critical comments or ban users who are critical of us for having a different opinion.

For tips and best practices on creating content, please refer to the [social media cheat sheet](#).

Misinformation and disinformation

Always engage on social media with integrity, transparency and responsibility in order to maintain the credibility of UNDP social media channels as trustworthy information sources. Promote these values amongst UNDP staff and explain the importance of individual responsibility in preventing the spread of mis/disinformation.

Make sure to always use updated and accurate statistics and information. Ensure that what you share is clear and simple and is not open to interpretation. Always credit images and statistics that are non-UNDP and taken from other sources. Make sure that the content you engage with - likes, comments and RTs - is from reliable and verified sources.

Share information that is relevant and useful and use UNDP social media channels to promote responsible sharing of online content, for example by promoting the [UN's Verified campaign](#), an initiative to combat the growing scourge of COVID-19 misinformation by increasing the volume

and reach of trusted, accurate information.

Contribute actively to improving information integrity online by always flagging suspected misinformation/disinformation through appropriate channels (UNDP and/or respective social media platforms). Never highlight or share false information online, even to discredit it, as this can amplify and increase its spread.

Social media advertising

You can advertise key stories, events and news using social media ads.

Make sure that the content you are paying to promote is part of UNDP's External Engagement Plan, or is one of the regional/country priorities. We suggest you first perform a SWOT (Strengths, Weaknesses, Opportunities and Threats) assessment to identify any risks before initiating a paid ad campaign.

You need to have a credit card to be able to process payments. Please contact your Financial Officer about setting up payments.

For Facebook and Instagram, if you run ads about social issues (most of UNDP content is categorized as being about social issues), [there is a list of countries](#) where you need to have a resident registered as an advertiser. Even if your country is not on the list, Facebook still encourages you to go through the authorization process.

Also note that ads that run on Facebook and Instagram are subject to a review process, which looks at the amount of image text used in your ad (as they consider ads with too much text in the ad's image or video thumbnail to be low-quality) and no more than 20% of the graphic can be text. Remember to submit your ad early so that a Facebook ad moderator can have time to review it and you have time to troubleshoot before the campaign starts. See more details [here](#) and [here](#).

For questions on a case-by-case basis, please contact the social media team (socialmedia@undp.org).

Personal Social Media

Introduction

Many of us use social media to build our professional profiles and connect with friends and family. Whether we like it or not, by using the Internet, we leave a digital footprint which is nearly impossible to erase. Always exercise discretion, professionalism and follow [the code of ethics](#).

All personnel must maintain integrity and ethical behavior. Personnel are required to read [UNDP's Code of Ethics](#), [UNDP Staff Rules and Staff Regulations. Regulation 1.2\(f\), The Standard of Conduct for the International Civil Service](#), and abide by them. More details can be found in UNDP's Ethics Guidance Regarding Personal Use of Social Media [here](#).

Social media can be a powerful force for good, and we want to encourage UNDP employees to use social media in positive ways. Sharing UNDP's messages helps raise awareness about the organization, our values, and our work. It also helps to attract new talent and strengthen your own profile on social. We encourage you to get active on social and become UNDP's advocates.

Social media is rapidly changing, and these policies evolve along with it. Check back frequently to make certain the policies haven't changed to keep pace. For questions, comments and suggestions, please contact digital.editorial@undp.org.

Basic principles

Whether you identify yourself as a UNDP personnel or not, and even if you remain anonymous or use a pseudonym, you are accountable for what you say online. We ask you to follow these basic principles:

- Avoid writing or posting anything that would compromise UNDP's organizational credibility and neutrality.
- Assume that your professional life and your personal life will merge online regardless of your care in separating them.
- Even if you use privacy tools (determining who can view your page or profile, for instance), assume that everything you write, exchange or receive on a social media site is public.
- Be yourself! Stick to your area of expertise. Only write about what you know.
- Do not post any confidential information on any social platforms. If the information has not been officially released by UNDP, don't discuss it.

If you are harassed online, you should report the profile using the native reporting tools on social media platforms.

If you see content related to UNDP on a social media platform that shouldn't be happening, immediately inform digital.editorial@undp.org.

DOs and DON'Ts

Your social media should reflect who you are as a person and a professional. But there are a few rules we ask you to follow:

- Do not add “UNDP” to your individual account handles. Your handle may be promoted when you write blog posts or articles online, or when you participate in events. You may identify your title and affiliation with UNDP in the profile description—not the profile name or handle.
- Do not use the UN or UNDP logo, emblem or likeness in your individual social media profile unless authorized by digital.editorial@undp.org.
- If it is not in your Terms of Reference (TOR) to represent UNDP to the public, you cannot use social media to make statements that can be attributed to UNDP, commit UNDP, or represent on behalf of UNDP.
- Do add the mandatory disclaimer in your individual social media profile that your “views are personal and are not an endorsement by your employer”. However, having this disclaimer does not exempt you from UNDP’s Policies and Staff Rules and Regulations.
- Personnel must observe ICT cybersecurity rules. Please refer to OIMT policies in POPP and contact your OIMT focal point if you have questions.
- Refrain from political debates as they reflect poorly on the independence and impartiality required of you as an international civil servant.
- When using another person’s content, ensure you have consent to do so. Acknowledge your source.
- If you have a question, comment and/or complaint about our programmes, activities or work in general, please first use appropriate internal channels to find your answer or submit your feedback.

In case there is an account that belongs to a former UNDP employee and has UNDP in the account handle name, please contact digital.editorial@undp.org to memorialize the account.

What to post

If you'd like to help us promote our work and stories, here are some of the resources you can use:

- Share UNDP messages from our corporate accounts.
- Share blog posts from undp.org/blogs, medium.com/@undp, and regional blog posts.
- Share [press releases from undp.org](https://undp.org/press-releases).
- Share stories from stories.undp.org and UNDP Exposure accounts.
- Share research and publications from [UNDP Library](https://undp.org/library).
- Any relevant development news that you come across and would like to share with your networks. When adding your point of view, please be aware of the below and check Basic Principles and DOs and DON'Ts sections.

Before posting anything online, ask yourself

- Would you express similar views on a blog on www.undp.org ?
- Would you express similar views in person in front of a government official or UNDP management?
- If readers, donors, and peers from other UN agencies, notice that you are a personnel of UNDP, would that affect their view of UNDP as credible, ethical, transparent, neutral, and fair?
- If someone were to look at your entire social media feed, including links, retweets, the accounts you follow, “likes” and other reactions; would they question your independence, impartiality, neutrality and values as a personnel of UNDP?
- When in doubt, stick to the official positions of the UNDP Administrator, UN Secretary General, and/or UN agencies.

Physical security

Please consider the following guidance when using social media in places that may pose a security risk to you, colleagues, or others around you. This is advised for both corporate and personal social media accounts, regardless of your privacy settings:

- When located in higher security risk areas, consider what information you're posting and how this might be used by other people. This may include avoiding posting photos and/or naming UNDP personnel in some areas.
- Avoid posting future plans with regards to movements or locations of UNDP personnel and visitors.
- In higher risk areas, avoid posting photos of UNDP premises, particularly security features such as entrance gates.
- Remember to check the metadata of the photos you're posting so you don't inadvertently provide information, such as the location, of sensitive areas.
- If you are caught in the middle of a security incident, such as an active shooter attack, do not publicly post your, or your colleague's, locations.

Should an account, corporate or personal, receive any abusive, hostile or threatening content that may be of security concern, don't engage with the person and contact UNDSS, or the UNDP Security Office at security@undp.org.

Additional resources

Campaigns & content

Please use this Trello board to find content relevant to key UNDP events and initiatives and UN international days covered in UNDP's global social media platforms:

<https://trello.com/b/Rw7hdDvC/undp-social-media-calendar-2021>

Use this Trello to find content for multimedia stories:

<https://trello.com/b/Vy578jam/multimedia-stories>

If you have other stories to add, please send them to digital.editorial@undp.org.

Resources

- Social media [presentation](#) and [recording](#)
- AMA [presentation](#) and [recording](#) on UNDP's COVID-19 social media campaign
- Social media space in [Yammer](#)
- [Digital Now site](#)
- [Video standards for social media](#)
- [Jpeg graphic standards for social media](#)
- [Guidance on engagement](#)
- [Guidance for outreach to GWAs](#)
- [Zoom guidelines](#)