

USE OF SOCIAL MEDIA

Introducing framework for the ethical use of social media as a participant in the humanitarian sector



Because our vision is to promote dignity and autonomy in humanitarian crisis interventions, the way we represent these crises and those they impact on all social media platforms is vital to the work we do as an organization.

We do not aim to establish hard and fast rules that clearly lay out what to share or not to share. Instead, we will promote some general guidelines for social media activity for both the organization and those associated with it.

Guiding Questions:

Keep these questions in mind as you move through the module



How can social media be used as a powerful tool for raising awareness and promoting accompaniment?

How does social media shape your perception of displaced people?

What role do you play in promoting the ethical use of social media surrounding forced displacement issues?

WORKBOOK

Resources



Videos:

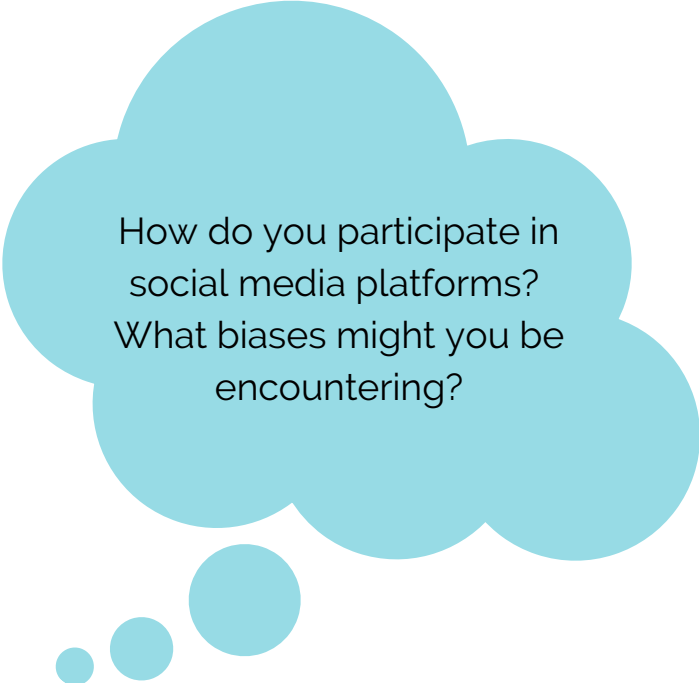
Watch these videos showing the power dynamics and exploitation some organizations use in their marketing campaigns for humanitarian causes and how harmful they are to the people involved

- [White Savior Complex](#)
- [Halima Speaks Out Against Saviorism and Corruption in the Sector](#)

Blog posts:

Read these blog posts and reflect on how you can play a positive role in using social media as an advocacy tool without perpetuating savior complexes and exploitative power dynamics.

- [How to be an Advocate Without Perpetuating the White Savior Complex by No White Savors](#)
- [Hitching Social Media to Humanitarian Assistance](#)



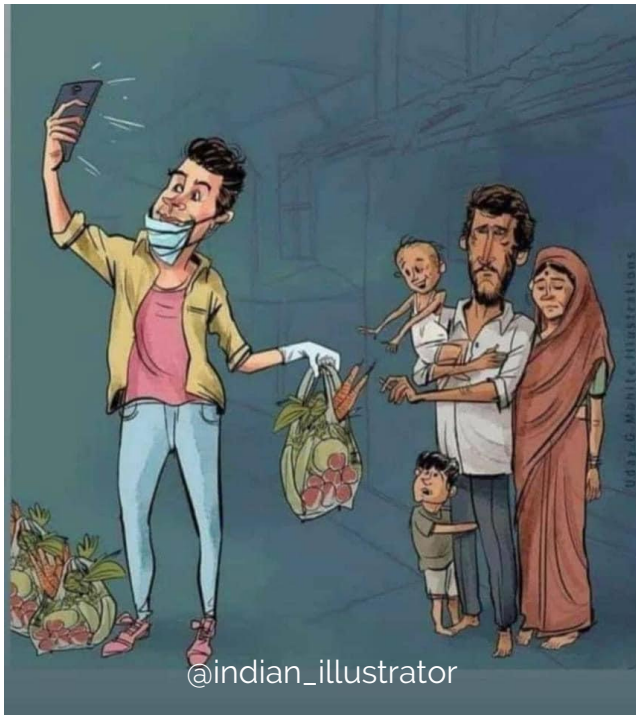
How do you participate in social media platforms?
What biases might you be encountering?

TOOLBOX

How to use social media as an advocacy tool

Social media can be a powerful activist tool, but it is important to understand your role and who should be the center of the story in the things you are posting.

As a witness to important events like humanitarian crises, we should feel responsible to do something meaningful with the experiences we have.. Here are some resources to help you use social media as an activist platform in a conscientious way.



Ethical Storytelling

Witness: See it, Film it, Change it

Context: Lesbos

Before posting anything ask yourself these questions:

- Who are you centering with this post?
- Is this post promoting the right narrative?
- If this were someone sharing an image/story about me or a loved one, is this the way that I would want my image to be conveyed?
- Do these pictures or words promote the privacy and dignity of those involved?
- Is there a power dynamic that might influence the legitimacy of an individual giving consent?
- Is the individual old enough/capable to consent?

SOCIAL MEDIA SAFETY

Help encourage the consumption of safe information on social media

Be accurate. Outdated figures or erroneous information can spread rapidly on social media. Always double-check your facts before posting and refrain from exaggerating a setting or story for any reason.

Be clear. If your post might be misinterpreted, find a clearer way to phrase your message.

Respect confidentiality. If a story, image, or other content shared on social media allows an individual to be identified and their consent was not clearly given in writing or with an additional witness, do not share the post.

Ensure safety and protection. Bear in mind that information you post, especially locations or personal details, could put you or others at risk. Displaced people are an incredibly vulnerable population for reasons you may not be aware of. Sharing of their information could compromise their asylum cases or the personal safety. We kindly request that no images of children from affected populations that make them identifiable be shared to social media for any reason. We also ask that you check with your team lead before disclosing any location information on social media.

Show respect and obtain consent: When you talk about, photograph, or videotape members of the affected population, we ask that no identifiable elements be included (i.e. faces, names) and we ask that you obtain consent while being aware of the potential power dynamic.

Stick with what you know. When talking about the project or organization, focus on your own experiences and areas of expertise. As previously stated, misinformation can spread quickly and in small communities like hotspots or refugee camps, rumors can compromise the integrity of the organization.

Show integrity. You are responsible for your online reputation, which may impact. Be aware of your digital footprint and act as responsibly online as you would in any other public context.

SOCIAL MEDIA SAFETY

Help keep social media platforms safe for everyone



Remember that as a humanitarian actor, you are a **mandatory reporter**. All of our staff and volunteers are expected to report any issues regarding the safety of vulnerable people.

Mandatory reporting: the legal requirement of certain groups of people to report a reasonable belief of child physical or sexual abuse to child protection authorities

The use of social media is a safeguarding issue. Any social media posts made by an individual that compromises the safety, privacy, or dignity of a member of the In-Sight Collaborative team or the affected population will be removed immediately.

Any social media activity that involves safeguarding issues should be immediately brought to the attention of the In-Sight Collaborative Executive Director Madi Williamson by emailing madi@in-sightcollaborative.org and requesting an appointment to speak privately and securely.

Hate speech and the spread of dangerous information is also a concern when interacting on social media platforms. Any posts that promote harm towards an individual or community should also be reported.

Social media activity that needs to be immediately removed should be reported to the platform with as much accuracy as possible.