



Social Media Guide

January 2018

We love to raise our voices about the R-Ladies community.

Should my chapter participate in social media?

- Social media accounts are a commitment. However there are many benefits that come from creating an local R-Ladies Chapter account.
- R-Ladies dominant social media channel is Twitter. We have a global Twitter account, (<https://twitter.com/RLadiesGlobal>), and most R-Ladies chapters have their own Twitter account (e.g., <https://twitter.com/RLadiesLondon>).

What are the benefits of using social media?

- Raising the voices of R-Ladies.
- For chapter organisers and R-Ladies within the group, new opportunities and networks both locally and globally are shared and communicated.
- Find R-Ladies around the world.
- Find R content using [#rstats](#).
- Find R-Ladies content using [#rladies](#).

Getting Started

Social media use guidelines and code of conduct:

- The chapter accounts should be used to promote:
 - The work (e.g. open source projects, blog posts, academic research) of individual R-Ladies.
 - R-Ladies events and announcements for your chapter.
 - Tutorials or R-related resources that you think are really great even if they're not written by an R-Lady.



- Please tag all your tweets with the #rladies hashtag. This makes them searchable and more visible.
- On tagging @RLadiesGlobal: please do that if you are referring to the global organisation. If you want to refer to R-Ladies in general, please use the hashtag.
- Please add further hashtags to #rladies in the following situations:
 - If your chapter has a visitor from another chapter, please take a photo and share it on Twitter using the hashtag, [#rladiesvisits](#)
 - If you are sharing pictures of R-Ladies themed baked goods (cakes, muffins, cookies, etc), consider adding [#pastryRchy](#)
 - If you are tweeting about R-Ladies in Latin America, please consider adding [#RLadiesLatAm](#).
- We encourage posting photos from events!
- We love images, animated gifs and emojis as a form of expression!
- Feel free to retweet posts by others that promote R-Ladies' work and events as well.
- Do not use your chapter account as a personal account: no personal tweets or massive self-promotion
 - When tweeting, do not use the word "I", always use "we"
 - It's okay to promote the #rstats related work/projects of R-Ladies, including yourself, just don't over-do it and don't promote work that's not directly related to R or R-Ladies.
 - No selfies (we encourage group pictures instead).
- Do not make political statements with your chapter account. Please use your personal Twitter for political speech.
 - Feminist or women-in-tech related topics are okay, but please stay away from traditional politics, as that can be divisive to the community and R-Ladies is a non-partisan organization.
- Do not promote products or any other commercial offerings.
 - Promoting open source R projects that are backed by a company (e.g., RStudio) is okay.
 - Thanking a meetup host/sponsor for their support is okay.
- Always speak positively about people's work, e.g., "Tidyverse is awesome!" instead of "Tidyverse is better than base R!"