**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.

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● 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!”

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