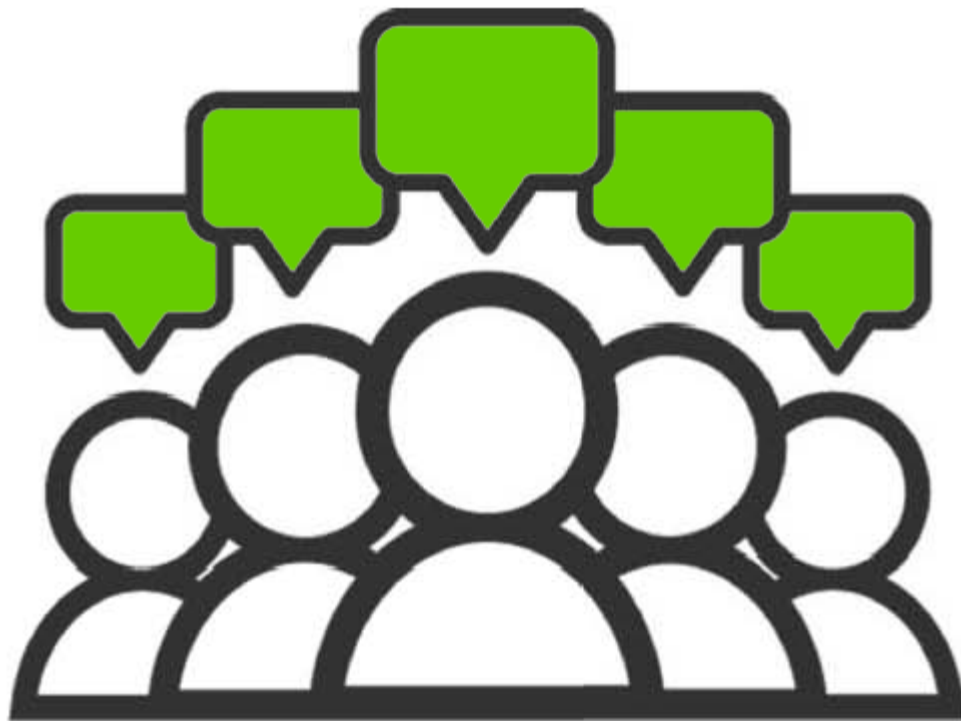

GREENPEACE INTERNATIONAL STAFF SOCIAL MEDIA GUIDELINES



How to make your voice heard and further
Greenpeace campaigns online



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Greenpeace International Staff Social Media Guidelines

Introducing Social Media

Social media are media that use online technologies to facilitate social interaction. By inviting users to become content producers instead of content consumers, they transform traditional media broadcasts into social media conversations. In this way, “they support the democratization of knowledge and information.” (Wikipedia). E.g. Facebook, Twitter, blogs, Youtube, Slideshare, LinkedIn, Xing, Ning, Hyves, Flickr, Wikipedia and many others.

Why use Social Media? Social media can be used in different ways and for different reasons:

- as a networking tool – your professional and personal networks can be amazingly powerful amplifiers and distributors of information if you choose to use them for Greenpeace and our campaigns;
- to aid communication (just as mobile phones and e-mail did in the past);
- to participate in stimulating conversation; and
- to spread Greenpeace calls to action or news online.

We're all about Inspiring, Engaging, and Mobilising people. All Greenpeace staff can help with that mission by activating your personal network if you choose to.

Empowering people to take action for the environment through social media is a fundamentally good thing. But it can have unforeseen and unintended consequences as well. The objective of these guidelines is to help Greenpeace staff get the most out of social media while avoiding the pitfalls that can result in a negative experience.

These guidelines are not intended as any kind of instruction manual for those who manage official Greenpeace communication channels; they apply to the personal social media activities of Greenpeace International staff only, whether during work-hours or at home. They don't supercede any specific contractual arrangements or Greenpeace HR policies. Employees of Greenpeace NROs may be governed by policies which depart from these guidelines.

Generally speaking, what you do outside of work is your own business. However, you never stop being an employee of Greenpeace. Most social media “incidents” are the result of a failure to appreciate that your actions and behaviour can impact (and potentially reflect negatively on) Greenpeace's reputation.



The basics

Why guidelines, and not a social media policy? There are several reasons. Firstly, we don't want to tell you what to do and what to say, because social networks are by definition very personal, and nobody should be expected to be 100% Greenpeace 24/7. Also, social media come in many different forms – there are literally hundreds of different tools and spaces out there. What is more, the social media landscape is forever changing, with new tools appearing all the time and changing the way people interact. A “one-size-fits-all” approach is therefore not very practical or realistic. [Here are some general principles that can help your social media activity:](#)

1. Know about Greenpeace's core values.

We are non-violent, the organisation does not accept money from governments or corporations. We do not endorse political parties or candidates. We have no permanent allies or enemies. These provide a framework to guide you in your dealings with colleagues, customers, suppliers, and other stakeholders when acting as a Greenpeace representative or in any role in which your employment status with Greenpeace might be considered relevant.

If you're not familiar with our core values, there's a write up of them here:

<http://bit.ly/ShDBbG>

2. Be clear you are speaking for yourself

Use common sense: You can personally support political candidates as long as you're not confusing anyone about the nature of that endorsement: it's private, not organisational. While nobody is expected to be politically neutral in their own private life, you probably wouldn't wear a Greenpeace T-Shirt when appearing on stage as a volunteer to introduce a political candidate: a reasonable person might be confused and believe that Greenpeace endorsed the candidate. Similarly, on social media, you should add a disclaimer to your Facebook or Twitter profile if you mention on those channels that you work for Greenpeace: “The opinions and positions expressed here are my own and don't necessarily reflect those of Greenpeace.” When responding to attacks on Greenpeace or clarifying misinformation about the organisation, you should always point out that you are not an official spokesperson. When in doubt, ask your manager whether it is “safe” to post information online.

3. Respect the Greenpeace Identity guidelines

Generally, the Greenpeace logo should only be used for official communication, but the fact remains that it's out there and available for anyone to use in mash-ups or other forms, provided they don't libel or misrepresent the organisation, get used to imply endorsement of commercial endeavours, or as a stamp of approval for anything we haven't actually approved. If you DO post any graphic representation of our logo, use the right one. They are located at <http://www.greenpeace.org/identity>. Do not squeeze or otherwise distort the logo. Do not use the logo in combination with any product name. Use the correct shade of green (#66CC00) and the other greenpeace colours. See the Greenpeace Visual Identity Kit for more details (also at <http://www.greenpeace.org/identity>).

4. Recognise that you are entering a social system

Social media is like any social event – a meeting, a party, the coffee corner. As a Greenpeace staff person, you should behave as you would in any such “real world” environment. The same good manners apply: introduce yourself, don't pretend to be someone else, don't intrude in or interrupt the conversations of others, and so on. Take care to ensure that your actions and behaviour don't reflect negatively on the organisation or our campaigns. Keep in mind that you are sharing any social space –



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online or offline – with detractors, supporters, fellow activists, donors, targets, and journalists.

5. Remember that Google never forgets

Everything you post stays online for a long time. Think before posting something you might regret later.

6. Location, Location, Location!

Your phone, your Facebook account, your Twitter account, and many other devices and networks you interact with often are built around sensing your location and reporting it out to the network. If you are in a secret location, or involved in any endeavour which might be compromised by your location being known, don't use those tools. Make sure you know how to disable them when you need to.



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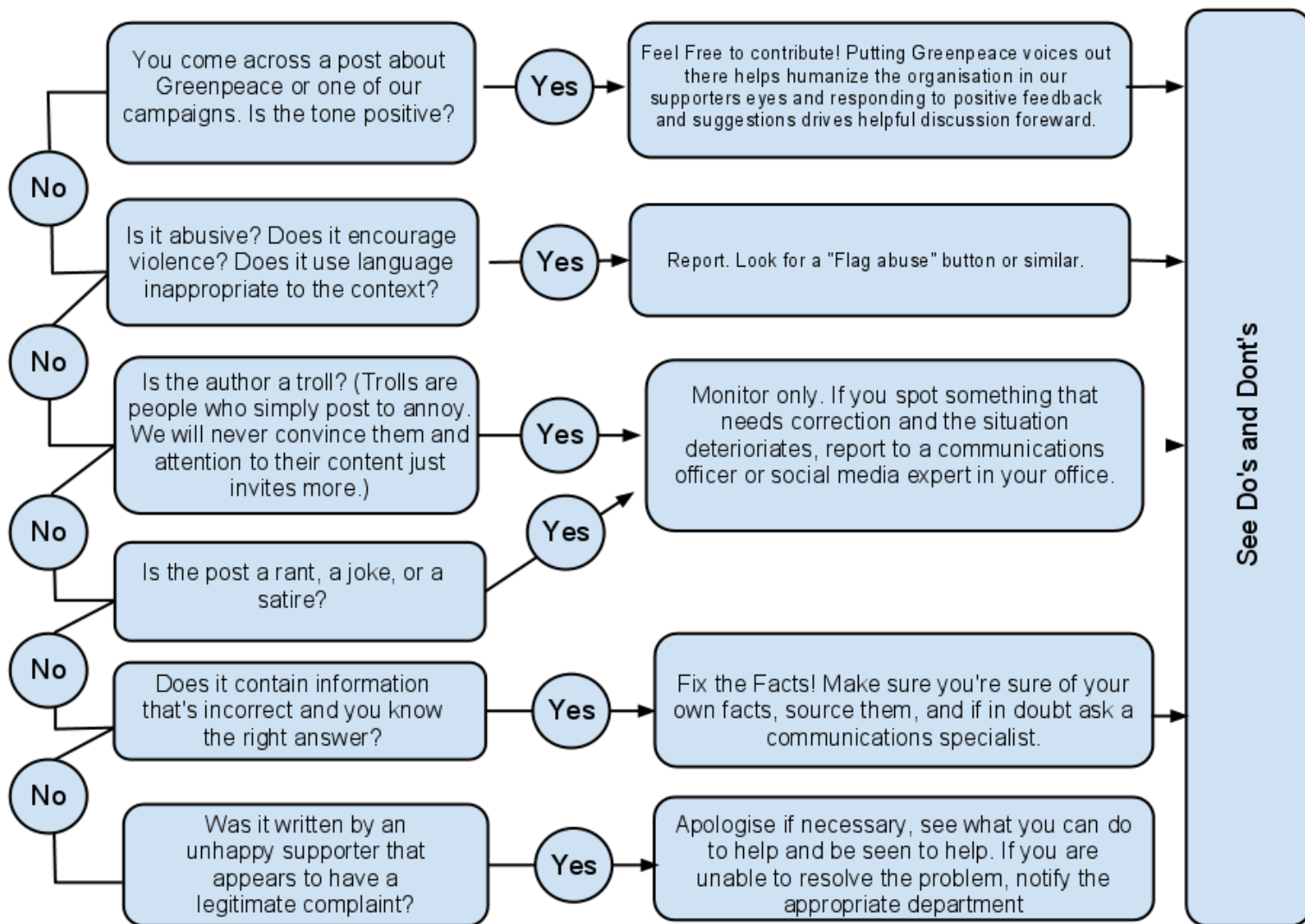
DOs	DONTs
Know the Greenpeace core values. (See Point 1 above)	Do not post things you would be embarrassed to have your mother / boss see.
Be yourself, say who you are and who you work for, especially when publicising Greenpeace or Greenpeace's campaign work. Be proud and upfront about the fact that you work for Greenpeace.	No spam! No covert marketing. No creating sock-puppets (fake accounts to say good things about Greenpeace or bad things about our opponents)
If you are using the Greenpeace logo, follow the Visual Identity guidelines.	Do not squeeze, modify the Greenpeace logo. Do not associate the Greenpeace logo with inappropriate content.
State clearly that the views / opinions expressed are your own. Speak in the first person.	Do not speak on behalf of Greenpeace (Use a disclaimer if you have your own blog / channel).
Get your facts right, be truthful. Support your opinions with facts. Cite the sources of your contents.	Do not lie.
Add value. Think before posting.	Don't pick unnecessary fights. Don't post any defamatory, vulgar, obscene or threatening material.
Be respectful of other cultures, religions, values, etc.	Do not cite colleagues or post their materials/email messages etc without their approval.
Respect copyright. Avoid the use of logos, images, videos, and music that you don't own or which are not created by Greenpeace.	Do not censor others' opinions.

You may also want to look at the [Community Policy](#) that we ask our supporters to adhere to when commenting at our website, and adhere to it yourself!



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Reacting to posts about Greenpeace



When needed, you can direct any supporter to supporter services in their country for an answer: contact info is listed on the "Greenpeace worldwide" page: <http://bit.ly/o5F4pB>



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Blogging the action: legal guidelines

Blogs are an extremely helpful way of promoting Greenpeace's campaigns and the values we stand for, bringing the public a glimpse of what it's like to be involved in a Greenpeace campaign and to be an active part of the organisation.

Let your Blog be your own personal expression of Greenpeace, and a chance to speak to the public about the history, values and opinions that bring people to join in Greenpeace campaigns. Consider also the nature of your Blog – will you be Blogging only during the course of an action, in which case you may wish to give regular, concise and informative updates, or will you be Blogging over several days and weeks of a campaign or other activity, in which case you may wish to provide a more personal insight into your ordinary day-to-day activities.

However, there are a few other Do's and Don'ts that Bloggers need to be aware of in order to protect themselves and Greenpeace from potential legal consequences. Below is a basic list of some things to consider when preparing your Blog:

DO stick to the fundamental principles of Greenpeace – non-violence, independence of party politics and independence of corporate influence.

DO apply common sense if and when describing potential actions, ship locations and other information that may impact on the potential success of an action. Announcing our intentions in advance, especially those relating to potential targets, may severely limit our ability to carry out an action - while a description of an action can be used as evidence in court. Information on tactics ("we'll be occupying x premises at y times") remains on a strictly need-to-know basis. However, there should as a rule be little to hide about our wider strategies ("stop clear-cutting of ancient forests" etc). Always consider whether a check by a legal advisor is necessary before uploading.

DO ensure that a fundamental respect for colleagues prevails. Make sure that agreement has been reached beforehand with your colleagues before mentioning them by name in your Blog. If individuals do agree to be named, they should generally be referred to by their first name only. An exception to this are the Campaigners and Media Officers, who as representatives of our official position should be known and accessible individuals, whose full names and the names of the Greenpeace office for which they work should be given.

DO be aware of describing the presence and activities of yourself and/or any other individual who has prior arrest records in national territories, whereby doing so could expose you or them to further legal risk. The same caution should apply to uploading photos to social networks: even innocent group shots could pose a legal risk for individuals with priors.

DO be sure of your facts, in order to prevent avoidable defamation suits. Make a clear distinction between facts you know to be correct, facts claimed by other persons or organisations, and your own opinion. Any blog which accuses companies, individuals, or NGOs of misconduct should be signed off by the legal advisor.

DO write your Blog within proper context if you're describing a campaign or action – without this, Greenpeace may appear to those on the outside as engaging in alarmist and perhaps illegal tactics



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whilst being uninterested in truly working to defend the environment! Proper context may include some of the following:

- Substantiated facts and data regarding the environmental impact and those responsible
- An explanation of why the behaviour we are protesting against breaches international or national legislation law or, if the activity is legal, why existing laws are not sufficient.
- Information explaining why it was necessary for Greenpeace to resort to direct action rather than less confrontational means of campaigning
- Principles of international environmental law and human rights law that justify direct action

DO check to ensure there is no embargo on publishing pictures of an action while it's live! If you are on site at an action for any reason check before publishing pictures through your personal networks (Twitter, Facebook, Flickr, etc.). If you get a shot which you believe gives a unique behind-the-scenes glimpse or carries the story of the action or the message of the campaign send it to the Greenpeace International Picture Desk for consideration to be included in the general edit.

DON'T write anything about Greenpeace or individual campaigners, activists etc. that could be interpreted as advocating violence or destruction, as opposed to upholding the fundamental Greenpeace principle of nonviolence. When writing about an action, avoid describing specific tasks and roles of activists as this can implicate a person on an individual basis and expose them to greater personal legal risk – it is better to say, “We blocked a pipe,” than “Mike blocked the pipe.” In particular, don't name somebody as an ‘Action Coordinator’ – activists participate on a voluntary basis, and you should not say, for example, “Eric, our Action Coordinator, told us to block the pipe.”

DON'T cause unnecessary and undue risks to confidential sources, activists, crew members, individual campaigners and individual Greenpeace entities – think carefully what you say and how this could be misinterpreted! Always ask yourself, “Am I describing an action in a way in which it would make it sound potentially unlawful?” If so, consider how your language can be adapted to change this interpretation. Examples of especially provocative language could include describing:

- Physically stopping or blockading something
- Destroying property
- Interfering with somebody's activities
- Intending to take direct action

DO be aware that, in at least one instance, the cessation of web diary entries on the Greenpeace Internet site alerted law enforcement authorities that action was imminent! Blogs should be written with the presumption that the whole world, including our targets, is reading!



