

## **OIE Social Media Guidelines on the use of Personal Social Media Accounts to Relay OIE Messages**

### **Purpose**

The OIE encourages the use of personal social media accounts to promote the work of the Organisation. However, inappropriate use of social media can undermine the reputation and credibility of the Organisation and the achievement of its mandate. The purpose of these guidelines is to promote the consistent use of an ethical conduct on social media in accordance with OIE rules, regulations and policies.

### **Overview**

In these guidelines, social media refers to digital channels and tools, such as, but not limited to, blogs, Facebook, Instagram, LinkedIn, Twitter, TikTok, Flickr and YouTube.

The OIE maintains official social media accounts to:

- improve the visibility of OIE's work;
- provide credible, understandable, accessible, relevant, timely and actionable content on a wide variety of animal health and welfare issues to a broad audience;
- disseminate success stories related to OIE;
- correct rumours and misinformation that circulate on the different animal health and welfare issues;
- engage with people in support of animal health and welfare campaign goals to raise awareness, influence attitudes, increase knowledge and/or take action;
- build relationships based on trust so that stakeholders accept and act on OIE data, knowledge, standards and guidelines;
- monitor public perception of the Organisation to protect its reputation and credibility;

In addition, OIE staff and non-staff members working for and with OIE are engaging on social media through their individual accounts, communicating about the Organisation.

Using personal social media accounts to communicate about the OIE can bring a human face to the Organisation's work and help reach wider audiences. However, inappropriate use of social media exposes the Organisation to risks. Examples of these risks include sharing misinformation that is not in alignment with OIE evidence, guidance, or policies or infringing on the copyrights of others. All may impact the Organisation's reputation and credibility and, ultimately, its mandate.

## **Scope**

These guidelines apply in their entirety to all staff members of the OIE, regardless of the type or duration of appointment, hereinafter referred to as “OIE staff.”

Non-staff members working in close collaboration with the OIE such as, but not limited to, Experts, Consultants, Service Providers, Trainees, hereinafter referred to as “non-staff members”, should be aware of these guidelines and are expected to conduct themselves in accordance with their terms.

When referring to both OIE staff and non-staff members together, these guidelines refer to “OIE users”.

These guidelines are to be considered without prejudice to the s OIE policies such as: [OIE Code of Conduct](#); [Texts Applicable to Staff Members of the OIE](#), Staff Rules of the OIE.

## **General principles**

Maintaining a high level of trust in the OIE is important for improving animal health and welfare globally and for keeping general public trust in the contribution of the Veterinary Services to the society. OIE Staff play an important role in protecting OIE’s credibility with audiences and stakeholders. When joining OIE, they commit to OIE’s Staff Rules and to respect the duties, obligations and privileges of the OIE staff at all times. These rules apply to their use of personal social media accounts as well as all other engagements and activities relevant to OIE.

OIE users may distribute through social media channels materials produced as part of their official duties. However, these materials remain the property of the Organisation and shall not be posted before they are posted by the Organisation on official channels. Their use is governed by OIE policies, whether distributed through official or personal accounts. All photographic or video materials that are produced as part of OIE users’ official duties and that depict identifiable human subjects can be used if written informed consent has been obtained from the individual(s) portrayed or their parent(s) or guardian(s). OIE-copyrighted images should be used within their original intended context and not be manipulated or changed.

Animal health emergencies and emergencies at the human/animal interface entail uncertainties, especially at the beginning and during the acute phase. For consistency and maintaining trust in the Organisation, OIE users should use technically approved corporate messages or retweet (simple or with appropriate comments) messages from official OIE accounts when engaging about ongoing emergencies on their personal social media accounts.

Use of social media can also impact the security of OIE users, their colleagues and/or OIE operations. OIE users should not post on social media any information that may put OIE operations or staff at risk. Location services such as geo-tagging should be turned off if they pose an unnecessary risk.

### **Professional use (of personal social media accounts)**

All OIE users may use their individual accounts to engage audiences on the topic of their work with OIE and about the Organisation more generally. OIE staff and experts have many contacts and deep professional networks that can be leveraged through social media. They are strongly encouraged to promote OIE's work and the mandate of the Organisation through their personal social media accounts.

When setting up personal social media accounts, OIE users shall use non-official designs and names that could not be mistaken for OIE (logo, symbols or colours). Individual designs in the profile, banner, background of a personal account should not include the OIE emblem/logo or photos that include the OIE emblem/logo.

OIE users should indicate their current affiliation with OIE and use a disclaimer, making clear that the contents they are sharing are not OIE official statements (unless they are retweets).

Personal accounts will not be established, maintained or supported in any way with OIE financial resources.

### **Support and compliance**

OIE users should request guidance and advice to the Digital Communication Team of the Communication Department. ([communication@oie.int](mailto:communication@oie.int))

Concerns, difficulties and issues related to work are better addressed through the Human Resources Unit, rather than through social media channels. The HR provides advice and information in a confidential, neutral and impartial way upon request.