

One Health EJP Consortium Social Media Policy

These are official guidelines for participating and engaging in social media on behalf of or as a representative of the Horizon 2020 One Health EJP project (OHEJP).

Publishing updates of this policy as necessary will be ongoing throughout the course of the project.

Social media offers new ways to engage with constituents, colleagues and the world at large. This new model can help build stronger, more successful relationships and contribute immensely to advancing the OHEJP project reputation and interests if used properly. These Social Media Guidelines are designed to encourage partners and collaborators to be active participants in social networks while upholding our fundamental value that personal opinions on controversial issues should not be expressed.

Any exceptions to the guidelines below must be approved by WP6 leader Roberto La Ragione

Access, running and maintenance of the social media accounts will be managed by the **Communications team** (Piyali Basu, Camille Pestre, Fanny Baudoin, Elizabeth Royall)

Official OHEJP social media account guidelines

- **OHEJP consortium members must only use official social media accounts listed for publishing One Health EJP material.**

1. **Twitter account:** [@OneHealthEJP](https://twitter.com/OneHealthEJP)



What can be posted?

*Text of up to **280** characters. This excludes media attachments (photos, images, videos, etc.) and quoted tweets (displaying someone else's tweet within your own) but includes links (a URL is always altered to 23 characters).*

How can it be used?

To share short comments, make announcements that can instantaneously reach a large audience or retweet relevant content. You can also use Twitter groups to cluster a group of projects on a similar topic.

2. **Linkedin page:** <https://www.linkedin.com/company/h2020-one-health-ejp/>

What can be posted?

Text (no character limit), photos, GIFs, videos, links, etc.



How can it be used?

A networking site for professionals, it can be used for groups and has established networks on specific topics. Several projects have chosen LinkedIn to create new groups, share content and connect with already established groups.

- The English language must be used for all posts. However, EJP partners are free to re-tweet or re-post in the official language of their country
- Individual partner institutes are encouraged to re-tweet or re-post through their individual institute accounts by tagging the official OHEJP pages.
- **Individual OHEJP accounts must not be created for JRPs, JIPs or EJP partners.**
- Ideas for new social media accounts and strategies are welcome, however must be communicated to and managed through the Communications team

- **Account access:** Communications team. **Posts can only be published by those that have access .**
- **EJP post and tweet approval procedures:**
 - Only posts relevant to OHEJP should be posted.
 - All OHEJP posts or tweets should be drafted and sent to the communications team
 - There should not be any posts or tweets published without approval.
 - Posts will be approved by Roberto La Ragione. André Jestin (WP1 leader) must be copied into final correspondence of tweets or posts for approval
- Wherever possible, post or tweet should be planned at least 7 days in advance. This is expected to be the norm given the planned nature of the project.
 - Permission must first be sought from the project leader (if relevant).
 - Roberto La Ragione will approve the post on the social media account
- In a small number of cases, tweets or posts are expected to be more of a spontaneous nature.
 - Drafts of these tweets and posts should be emailed to the communications team who will gain approval from Roberto La Ragione and post within 24 hours. If Roberto La Ragione is unavailable, Wim van der Pel, Dan Horton or the communications team can approve the post or tweet.

One Health EJP Consortium Social Media Guideline general etiquette (personal and official accounts)

Social language: The use of profanities or controversial opinions is prohibited.

Disclose your Affiliation: Individuals are encouraged to identify themselves as being a part of the OHEJP consortium if they are using their accounts for work in any way. You do not need to include OHEJP in your Twitter or other social media account usernames, and you should use a personal image (not the OHEJP logo) for the profile photo.

Disclaimer: State that it's your opinion. **Include the following disclaimer when publicly commenting on content related to the project that identifies them as an EJP consortium member:** *This post is the view of the author only and does not reflect the views of the EC or the OHEJP consortium*

Protect Yourself: Be careful about what personal information and images you share online.

Honour Our Differences: Live the values. Be cognisant of other people's beliefs and feelings. OHEJP consortium does not tolerate discrimination (including age, sex, race, colour, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status).

Political views: Participants may not include political affiliations in their profiles and should not make any postings that express political views.

Confidentiality: Do not publish, post, or release information that is considered confidential. This includes reporting on unpublished data, verbal or written conversations, or meetings that are private or internal to OHEJP consortium. Data can only be reported or commented on once the data has been published through official channels. If unpublished data is reported on, then this data will become part of the public domain and will no longer be publishable, so please use common sense and common courtesy.

Crediting sources: All unoriginal sources must be credited appropriately to the original creator. This includes reposting or borrowing content from any external source such as image copyright, and reposting or retweeting (see below).

Reposts and retweets: Retweets, like tweets, should not be written in a way that looks like you're expressing a personal opinion on the issues of the day. A retweet with no comment of your own can easily be seen as a sign of approval of what you're relaying.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 773830.



An example of a retweet that can cause a problem: “RT @dailyeuropean: At last, a euro plan that works.” These kinds of retweets must be avoided. However, opinionated material can be retweeted if it is made clear that it is simply being reported. Introductory words help make the distinction. For example, “Jones campaign now denouncing Smith on education. RT @jonescampaign: Smith’s policies would destroy our schools.”

Corrections: Although corrections should not generally be needed due to the approval system in place. However, should such a situation arise, erroneous tweets or other social media posts need to be corrected quickly and transparently. This applies to all related tweets or posts on personal accounts as well. It must be clearly indicated what the mistake was, for example: Correction: Annual Scientific meeting to be held on Friday 11th May 2019 (previously we incorrectly said Friday 11th May 2018): *insert link to website page*

Hashtag use: Every post should have at least one of the following hashtags: #OneHealthEJP, #OHEJP. Any posts or re-tweets should also use these hashtags. This is so that posts associated with the entire OHEJP consortium can be tracked and viewed as a whole body of work

Annex 1: Social media decision tree

