



## Checklist

- Have you identified your purpose and the end-users of the analysis of Social Media data, and adjusted your approach accordingly? ☐
- Have you familiarized yourself with the data analytics tools that are embedded in your Social Media channel? ☐
- Have you decided which data you need to bring together for analysis in order to support your objective(s)? ☐
- Did you involve all relevant colleagues from the outset, including Protection, Program, and IM, as well as partners and end-users of the findings? ☐
- Do you have a clear process and timeline for analyzing the data and presenting the findings? ☐
- Have you made sure that you are only collecting the data you need, and never sharing personal information in the context of data analysis? ☐
- Have you involved other colleagues (i.e., in DER in HQ or DIMA in your regional bureau) that can help you understand how you can use data analytics from your Social Media projects in a safe and responsible way? ☐