



Do's

DO check in with your public information/external relations team in-country to coordinate with them and get an understanding of the Social Media presence UNHCR already has in the country (nationally or sub-nationally) and/or in the region.

DO take time to understand how the community uses Social Media through AGD-sensitive consultations and assessments.

DO use online resources to gather as much information as you can about the digital landscape in the country, including existing legal frameworks and safeguards.

DO rely on local partner staff, volunteers, community groups and refugee leaders to get an idea of who is using Social Media and the opportunities and risks.

DO actively look for groups that may be under-represented and make sure you have other two-way channels of communication to reach these people.



Don'ts

DO NOT create Social Media channels if you mean to publish information for Persons of Concern without allowing them to respond or interact with you. There are already plenty of other tools for that.

DO NOT assume you know who you will be reaching on Social Media and who will be willing to talk to you.

DO NOT use information from third parties (and secondary data more generally) as a stepping stone for your project without assessing and verifying them.

DO NOT assume that even if people have access to Social Media, they use it the same way you do, or have the same perspective of the risks involved.

DO NOT assume that just because there is low digital penetration in a given place, Social Media will not work for you. Weigh your decision on the balance between the "Do No Harm" principle and our mandate to protect.