



Moderating a social account is like hosting a dinner party. People don't always have to agree, but they do have to be polite! As host, it's your job to make sure everyone feels welcome, so if someone crosses the line (or is only hanging around to be a nuisance), show them the door.

Amnesty UK has a set of suggested community rules for social media which we recommend you mention in your 'about' section on your Facebook page:

www.amnesty.org.uk/community-rules

It's always best to be open about how you'll moderate.

OUR MODERATION TIPS

- 1 Use a light touch. Everyone should feel welcome and able to express their opinion.
- 2 Check in at least once a day to ensure you know what people are saying.
- 3 Engage with people commenting on your group's Facebook page.
- 4 It's okay for people to disagree with us. There's no need to delete their posts.
- 5 If people overstep the mark by using insulting or abusive language it is okay to delete those specific posts.
- 6 If people post something containing graphic violence or images, or in a different language where you cannot be sure it is not insulting or abusive, it is okay to delete those posts.
- 7 If people do become a nuisance to others then politely ask them to respect other users. If they don't respect that, or continually break points 5 and 6 above, you can ban them from your page.
- 8 If people ask a question then do your best to answer it in a timely manner. If you don't know the answer then let them know you'll get back to them or ask them to contact Amnesty UK's Supporter Care Team: sct@amnesty.org.uk. We don't always have to have the answer either – feel free to send them to organisations better placed to answer.
- 9 Don't be too formal – don't turn into a machine replaying a media statement. Imagine you are talking to real people like you would on a street stall.
- 10 But remember it's a public forum and anyone can see what is posted. So be honest and open but remember you could be quoted by the media.
- 11 Be polite at all times.
- 12 If people change their mind as result of our posts or comments then act like it was their idea all along.
- 13 Know when to walk away. Don't get embroiled in a long argument. Make Amnesty's position clearly and politely. And then if necessary leave it be.