

Social Media Guide



2016 Regional Youth Consultations

SOUTHERN AFRICA CONSULTATIONS – Windhoek, Namibia (8-9 September 2016)

The following guidelines are meant to guide online interactions relating to the upcoming youth consultation and ensure a constructive and respectful exchange of ideas and viewpoints.

Handles & Hashtags

Follow and engage with us:

African Union Commission Department of Political Affairs	@AUC_DPA
African Union Commission Youth Division	@AUYouthProgram
AU Project 2016	@AUProject2016
African Union	@_AfricanUnion
National Democratic Institute (NDI)	@NDI

We'll be using the **#DGTrends** hashtag prior to, during and post the meetings to sustain and connect the conversations.

Please hashtag all of your posts related to these consultations with **#DGTrends** (on Facebook, Twitter, Instagram, WordPress, BlogSpot, Snapchat, etc.) to enable us to curate and track the posts.

Why Engage Online?

1. Connect, engage, dialogue and share insights on human rights in Africa
2. Contribute to young people's vision for the AU 10 Year Human Rights Strategy and the AGA Human Rights and Transitional Justice Action Plan
3. Amplify young people's voices
4. Broaden the conversations
5. Live tweet the proceedings (content and images) of the Consultations
6. Participate in the video campaign

Basic Social Media Conduct

These have been adapted from *Thomson Reuter's Social Media Guidelines*:

- ∞ **Use common sense and good judgment.** You're accountable for your actions and your statements could have an impact on others. Remember that what you post or publish may be public information for a long time.
- ∞ **Don't post information or news that you know is false.** If you realize that you've made a mistake or error, correct it quickly.
- ∞ **Be respectful.** Always be fair and courteous even if you disagree. A conversational, personal tone often works best – similar to how you'd speak.
- ∞ **Be sensible.** When posting, avoid using statements, photos, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, or that might constitute harassment or bullying. Additionally, please also be conscious of information that is shared in confidentiality, and if shared and attributed may put the said person in danger.

Sample Tweets

Event promotion:

- ∞ Follow @AUC_DPA @AUProject2016 & @AUYouthProgram for all updates on #DGTrends Regional Youth Consultations in #Windhoek.
- ∞ Live in #Windhoek for the #DGTrends Regional Youth Dialogues on #AUProject2016! (attach selfie)
- ∞ Regional Youth Dialogue kicks off in #Windhoek! Follow and engage in the conversations #DGTrends

Advocacy:

- ∞ As African youth, we need human rights policies that will safeguard our future. #DGTrends
- ∞ I call on my government to strengthen platforms for youth participation in decision making (African Youth Charter - Art.11) #DGTrends
- ∞ Human rights are universal, indivisible, inter-dependent and inter-related. #DGTrends
- ∞ Africa will not realize its potential if it is not at peace with itself. #DGTrends
- ∞ Effectively promoting rights of women & youth remains crucial if we are to achieve #TheAfricaWeWant. #DGTrends

Engagement:

- ∞ What is your opinion on the state of human rights in Africa? Tweet @AUC_DPA using the hashtag #DGTrends
- ∞ If you became president, what is the first thing you would change? Tweet @AUC_DPA using the hashtag #DGTrends

I Pledge Video Challenge

We invite you to take on the **I Pledge Video Challenge**

- Upload a 30 second video telling the world what you are doing to promote human rights in your community, country, or on the continent. Ask yourself this question: *What is my commitment to promoting human rights in my community?*
- Challenge your family, friends and colleagues (1 person or more) to take on the challenge by mentioning them in your video and tagging them in your post.
- Use the **hashtag #DGTrends** when you post the video.

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