



# CONFLICT AVOIDANCE COALITION SOCIAL MEDIA GUIDE

**Social media is a powerful tool for enhancing the Conflict Avoidance Coalition's digital presence and engaging with relevant audiences. This guide provides best practice for sharing content and commenting on LinkedIn and other social media channels to ensure that your online activities reflect positively on you, your business and the Coalition.**

## GENERAL GUIDELINES

- **Be Professional:** Always maintain a professional tone and demeanour when posting or commenting.
- **Be Respectful:** Treat others with respect and avoid engaging in arguments or making defamatory comments about individuals, companies, or organisations.
- **Be Accurate:** Ensure that the information you share is accurate and up to date. Do not spread rumours or unverified information.
- **Be Transparent:** Clearly disclose who you are and your affiliation with the Coalition when discussing Coalition -related topics.
- **If you aren't sure whether to post, hold and seek guidance from the Conflict Avoidance Coalition Steering Group.**

## SHARING POSTS

- **Purpose and Benefit:** Make sure your posts have a clear purpose and benefit the aims and objectives of the Coalition. This could include sharing relevant news, industry insights, or highlighting achievements.
- **Content Review:** Check the content before you post it to ensure it aligns with the Coalition's values and purpose. Think about how the audience and your contacts will interpret the content.
- **Visuals and Links:** Where appropriate, use high-quality images and relevant links to enhance your posts. Ensure you have permission to use any images or content that you share.

## COMMENTING ON POSTS

- **Add Value:** When commenting on posts, aim to add value to the conversation. Share your insights, ask thoughtful questions, and provide constructive feedback.
- **Showcase Expertise:** Use comments as an opportunity to showcase your knowledge and expertise. This helps to establish your credibility and can enhance the Coalition's status.

- **Engage Respectfully:** Engage in a respectful and professional manner, even if you disagree with the content of a post. Do not make offensive or derogatory comments.
- **Increase Visibility:** Commenting on other people's posts can enhance your profile and draw attention to your content. By being strategic about the posts you comment on, you can maximise your visibility with relevant audiences.

## CONFIDENTIALITY AND COPYRIGHT

- **Confidential Information:** Do not reveal confidential information.
- **Respect Copyright:** Do not use someone else's images or copy substantive original content without permission. Always give credit when using content created by others.

## AVOIDING DISREPUTE

- **Controversial Topics:** Engaging in discussion on hot topics and contentious matters can often stimulate meaningful dialogue and enable people to gain a holistic view on matters. However, there are some subject areas where it is wise to tread carefully and generally avoid, such as politics or religion.
- **Discriminatory Content:** Do not post or share content that could be considered discriminatory against any individual or group based on sex, gender, race, disability, sexual orientation, religion, or age.
- **Responses:** Do not get drawn into lengthy debate/arguments. Make your point clearly, respond once if clarification is needed, then offer a direct private discussion or acceptance to "agree to disagree".

## CONCLUSION

By following this best practice guide, you can help to enhance the Coalition's digital presence and engage positively with relevant audiences on social media. Always strive to represent yourself and those who are also involved in promoting the Coalition in the best possible light.