

## SIPRI Social Media Policy

### **I. Aims and ambition**

A key element of SIPRI's overall communications strategy is to contribute to an informed debate on issues relevant to the SIPRI Vision and Mission. Conscious and professional use of social media platforms such as Twitter, Facebook and YouTube increase SIPRI's public profile and serve to reach a broader audience for its research than could be achieved through traditional communications channels in terms of age, geographic location and spheres of influence. As traditional and new influencers increasingly turn to digital communications platforms, SIPRI's ability to identify and appropriately engage key online audiences through social media is an essential component to maintain its reputation as a relevant authority on peace and security-related issues.

### **II. The institutional use of social media**

SIPRI maintains Facebook, Twitter, YouTube, and LinkedIn accounts, which are all exclusively managed by SIPRI Communications staff members. SIPRI uses its social media accounts to inform about and promote new research, to highlight key coverage of SIPRI in prominent news media, to invite and live-discuss during public events, and to promote news, staff vacancies and SIPRI experts' involvement in global events and discussions. All official communications shared via SIPRI's social media accounts should express objectively verifiable information. Social media messaging should be brief, direct and relevant without compromising SIPRI's neutrality or its reputation for independent and authoritative analysis. Social media posts should link or otherwise refer to SIPRI's data and publications with SIPRI-created hashtags whenever possible.

### **III. Individual researchers' use of social media**

Social media engagement is encouraged and considered an integrated and elemental part of the work at SIPRI, for both full-time staff members and SIPRI affiliates. The informed use of social media by staff members and SIPRI affiliates via personal accounts benefits the Institute by branding SIPRI's individual experts and promoting ownership of project and programme-level communications that compliment those disseminated via official channels. It also serves to increase engagement by encouraging on-going dialogue with members of SIPRI's online audiences.

#### **IV. Your social media account in relation to SIPRI**

Personal social media accounts are the responsibility of the individual to whom they belong and do not reflect the official positions of SIPRI. However, because an individual's employment at SIPRI may not easily be discerned from the user's account information or social network, it is important for SIPRI staff and associates to consider the repercussions of their social media posts on the Institute and its brand. The association with SIPRI can be mutually beneficial to both parties. As such, SIPRI advises staff and affiliates interested in using their personal accounts for professional purposes to adhere to the following guidelines:

- Any major work which has been produced on behalf of SIPRI should first be launched via SIPRI's official accounts and other communications channels.
- SIPRI staff and affiliates are encouraged to share, like, retweet and otherwise promote all SIPRI's public announcements and posts via their personal networks once they have been launched.
- Within the limits of an individual's respective expertise, SIPRI staff and affiliates are welcome to provide their individual perspectives on any of SIPRI's (non-confidential) activities, products or events.
- Make sure your posts are always professional and respectful to your colleagues, especially when your views diverge on the topic.
- Personal social media profiles used for professional purposes should reflect and adhere to the individual's role in the organisation.
- It is important to be mindful of copyright issues.
- Link to SIPRI's webpage ([www.sipri.org](http://www.sipri.org)) and products whenever possible.
- Tag SIPRI (@SIPRIorg) if you would like the Institute to repost your content. SIPRI's communications department will gladly retweet any content deemed appropriate for official promotion.

Please keep in mind that all staff members, affiliates and Governing Board members are considered and identified as ambassadors of SIPRI even outside the office and one's official functions. While the Institute respects an individual's freedom of expression and the right to share their expertise and opinions without censorship, SIPRI strongly advises its staff and affiliates to adhere to maintain professionalism in terms of tone and content of their social media posts on private accounts. Even if it comes from your private account, a lack of professionalism in tone and content may lead to a reputational risk for the institute.

#### **V. What communications can offer**

- Help and advice with setting up and running personal social media accounts and maximizing the professional benefits thereof.
- Sharing and reposting appropriate content via SIPRI's social networks of 30 000+ Twitter followers and 16 000+ Facebook followers, when appropriate.