

# 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, LinkedIn 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 has accounts on Facebook, Instagram, LinkedIn, X and YouTube, which are all exclusively managed by SIPRI Outreach 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 users to 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 and incorporate externally created hashtags where relevant.

## **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 distinguished 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. This includes all supporting visual materials.
- 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. We strongly encourage you to repost with comment.
- 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.
- Please inform SIPRI's communications department of any external events or publications you wish to have shared on SIPRI's social media platforms and be sure to include the necessary information when doing so in an email.

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. Repercussions on your private account related to your SIPRI work**

Working at SIPRI does not only mean working for a strong brand but also working on and with topics which polarize and create potentially both positive and negative

engagement with you on your private social media accounts. If you receive inappropriate messages via your private social media channels, please directly inform SIPRI's Communications Director Stephanie Blenckner, as well as the SIPRI HR department. We will be closely working with you and supporting you both with concrete technical guidance and overall support to handle the situation. Immediate points of action for you to take are in the Annex to this policy. Sweden considers receiving an unlawful threat or suspect an unlawful breach of privacy a crime ([Act 2021:1108](#)) and it is the employee's personal choice if they would like to contact the Swedish police on the matter.

#### **VI. What communications can offer**

- Help and advice in all situations of Outreach and communication
- Help with setting up and running personal social media accounts and maximizing the professional benefits of these.
- Sharing and reposting appropriate content via SIPRI's social networks when appropriate.

## **ANNEX**

### **Concrete technical steps of action to take in the event of harassment on social media**

- Each social media channel has a function to report someone and/or block them. You should do so on the channel(s) you receive the unwarranted contact immediately.
- Screenshot all messages you receive and make a copy of voicemails (if applicable) for future records.
- Change your privacy settings so that no one asides from approved contacts or approved third contacts can message you.
- Restrict your profile so that nothing is visible to the public—only people who are approved contacts (friends, followers, etc.) will be able to interact with you and/or view your profile.
- Apply the same privacy restrictions to all social accounts (Facebook, Instagram, LinkedIn, Tik Tok, X, etc.) to be sure the individual does not try a different avenue.
- If the person(s) does manage to get your personal contact details or starts to harass you on multiple platforms, we recommend reporting it to the police.