

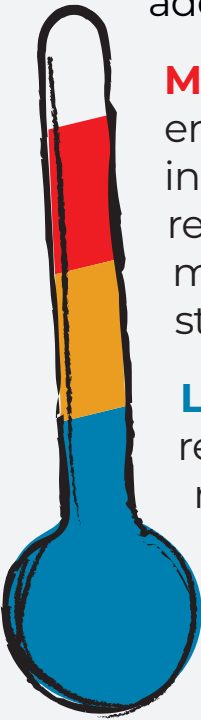
Using Your Personal Social Media: Guidelines

Our social media accounts can help us talk about our work and support the communities we serve. But we must use it carefully to protect each other and our humanitarian mission.

Think before you post. What you share can be misunderstood, shared widely, or used by others with ill-intent to harm you, our patients and colleagues. Rumours and incorrect information can spread quickly.

Sharing posts from official MSF accounts can be less risky and more accurate than creating your own post.

Security assessments and rules can change rapidly, but it is always forbidden to share security information on social media. Ask your manager what additional rules are in place.



Medium to high risk environments may result in stricter social media restrictions by senior management to protect staff and patients.

Low risk environments still require responsible social media use. You are expected to follow these guidelines and MSF's responsible behaviour commitments everywhere.

1 Taking & sharing photos

Photos and videos in MSF contexts must always respect people's dignity and privacy. Even well-intentioned images can expose someone to harm or stigma.

If you want to document your work, great! Please inform your local communications team. They will make sure **informed-consent is practiced**. Consent is not just a checkbox, it's vital to make sure people understand and are happy with how their image is used.

With patients: We ask you not to take or share images of patients on your personal social media account.

With colleagues: If someone from MSF is in your photo, just ask them if it's okay to post it online.

When you are not sure: If you think a photo might be a problem, it's better not to post it, or to ask your communications team.

Username

We've resumed activities to help the local community access healthcare after the recent cyclone. Proud to work beside such dedicated colleagues.

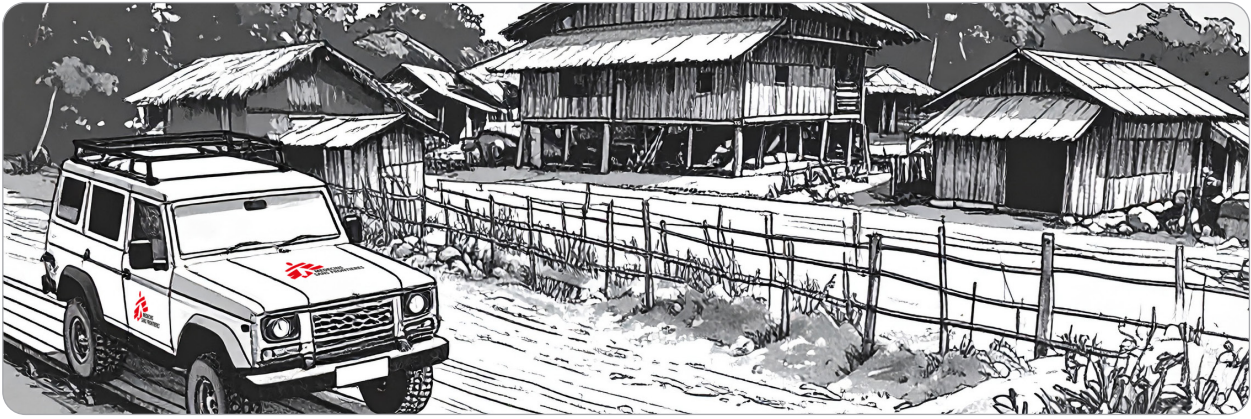


Remember

No image is worth risking someone's safety or trust!

Username

Bringing medicines and new equipment to our colleagues in Maiduguri this morning. We are halfway, we should arrive there by noon.



Remember

Never share confidential information, including project locations and security details.

2 Representing MSF online

You are part of MSF: When you post or publicly respond to comments about MSF, remember that what you share may be taken to represent the organisation.



Personal opinion: When sharing personal opinions on topics related to MSF's work, clearly state they are your views, not MSF's. Be vigilant! Sharing or responding to false or inflammatory content, especially on sensitive topics (like religion, politics, and war) can cause serious harm, particularly if you are in a position of authority.



Behaviour matters: Be aware of how your behaviour online could impact our medical mission. Does your social media reflect respect for all people, without discrimination? Could any part of your profile go against local customs in your host country, like dress code, unlawful activity, or rules around alcohol?

Remember

Never use 'MSF' in your personal account name and do not use the MSF logo in your profile photo.

3 Controlling your privacy

Use privacy settings to control who can see your posts. As a rule, if you wouldn't be comfortable with your message going public, don't send it.

Check your profile visibility. Make sure personal information like your photo, phone number, or location isn't visible to strangers.

Review tagged content. On some platforms, others can tag you in posts or photos, adjust your settings to review or disable these settings.

Limit who can contact you by using block, mute, or filter tools.

Be careful with disappearing content. People can still save and forward your posts.



Remember

What you share in private messages could be recorded and shared.

Need help?

Contact your HR referent if you are concerned about social media content causing harm to you, patients, your colleagues, or the communities we serve.



Want to get more involved in MSF communications? Sharing what we witness in our medical projects around the world can make a great impact on our humanitarian mission. Ask your communications team how to get involved!