

Guidelines on Social Media Usage

Following the [report of the Ad Hoc Working Group on Communications](#), the Support Unit (SU) has been engaging more actively in using social media with the aim of improving information sharing to enhance and better position the GFMD in the global migration and development agenda. These guidelines serve as a framework for social media usage by the SU. They apply to the usage of Facebook, Twitter and YouTube and any other social media channel that the SU might use in the future (LinkedIn, Instagram, etc.), as may be authorized by the GFMD Chairmanship.

I. General guidelines for social media usage

To the extent possible, the Support Unit will adhere to social media guidelines¹ of the International Organization for Migration (IOM),² taking into account a) the needs of the Chair-in-Office and b) the nature of the GFMD as a state-led process.

As a general rule, all messages that the SU will post on social media will be reviewed and authorized by the Head of the Support Unit or the GFMD Chair-in-Office. In case there is a need for the SU to deviate from the following guidelines, the Head of the SU will seek advice from the Chair-in-Office prior to publishing the messages on social media.

II. The content of social media messages by the Support Unit

Social media messages posted by the Support Unit on social media could fall under any of the following topics:

1. Meetings / activities / events directly organized by GFMD;
2. GFMD-related events or processes;
3. GFMD Platform for Partnerships;
4. Useful information for the GFMD network.

An elaboration on each of these four topics is given below.

1. *Posts on events directly organized by GFMD*

Posts on events directly organized by GFMD may encompass for example the Preparatory Meetings of the Troika, the Steering Group and the Friends of the Forum, Roundtable Preparatory Meetings, Thematic Meetings, Side Events or the annual GFMD Summit Meeting.

The SU may post substantive messages about the agenda, conference documents and highlights of Friends of the Forum meetings and other meetings that are open to all GFMD Member States and Observers (and in some cases to other International Organizations and NGOs), provided that:

¹ All sections in IOM's social media guidelines apply to the SU social media usage, except those parts particularly focused on IOM.

² The social media guidelines of IOM can be accessed through the Support Unit (support.unit@gfmd.org).

- a) The substantive information is limited to a general notion of the topics that are discussed during the meeting;
- b) The information does not touch upon policy issues that have not yet been endorsed by the Troika and the Steering Group; and
- c) Following the Chatham House Rule³, no individual names, governments, observers, or identity or affiliation of the attendees is used, except those of the Co-Chairs, speakers and others playing some role on the panel.

2. Posts on GFMD-related events or processes

Posts on GFMD-related events or processes should be related either to GFMD or to the agenda of the Chair-in-Office. For GFMD 2017-2018, examples are processes and events related to the Global Compact on Migration or to the 2030 Agenda for Sustainable Development. For posts on these events or processes, the Support Unit will adhere to the guidelines set by the organizers of the event or process.

3. Posts on useful information for the GFMD network

The SU may post or re-post information that is important for the GFMD network. These posts therefore are either:

- a) Related to migration and development; and/or
- b) Related to or have implications for the GFMD process.

III. Mechanics (Functional Aspects) of GFMD Social Media

The Support Unit is currently making use of Facebook, You Tube and Twitter to promote its activities.

Facebook

Facebook is an online social network used by 1.9 billion people worldwide. It allows users to share posts, articles, videos and live streams. It is used by GFMD to share short substantive messages (in line with section II above), photos of GFMD events, or point its followers to content or processes relevant for the GFMD or the agenda of the Chair-in-Office. Facebook is also used to live stream events, like the annual GFMD Summit Meeting, which allows interested parties who cannot attend to follow the meetings. For Facebook, it is important to keep in mind that many users read messages on their mobile, and hence messages should be kept as short as possible.

The GFMD Facebook page currently has over 3,550 followers. In the last 28 days, as of 28 September, the page has recorded an increase in “page views” by 81% (125 views), “reach” (*i.e. number of people that reached GFMD posts*) by 59% (4,400 people reached), and “engagements” (*i.e. number of people who liked, commented, and/or shared GFMD posts*) by 94% (550 people engaged) compared to the previous period.

³ The Chatham House Rule reads as follows: “*When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.*” (<https://www.chathamhouse.org>)

Twitter

Twitter is an online social networking website where users can post short messages of up to 140 characters. These messages are called ‘tweets’, and usually contain hashtags that are used to tag topics of interest. As Twitter only allows short messages, it is used by the SU to give an impression of a GFMD or related meeting, of what is going on in the field of migration and development, or to link to other pages (for example the GFMD website). Twitter is also a good platform to re-post or ‘retweet’ messages of GFMD related processes or events and conduct live-tweeting while GFMD events are ongoing.

Recently, the GFMD Twitter Account has been verified—one of the most coveted features on Twitter. Twitter verification, indicated by a blue verified badge next to the account name, signifies authority and authenticity which will allow the GFMD to reach a broader audience, build a credible online brand and establish itself as a trusted and high quality source of information. As of 28 September, GFMD Twitter page has over 1,800 followers and is continuously increasing. In the last 28 days, the page has seen an increase in “impressions” (*i.e. number of times GFMD tweets have been delivered to other Twitter accounts*) by 190% (39,000 impressions) and “profile visits” by 243% (2,384 visits) compared to the previous period.

You Tube

You Tube is a global video-sharing website used by more than 1 billion people. The website can only be used to post videos (that people may comment on). It is used by GFMD to post videos like the above-mentioned livestream. In addition, videos of GFMD meetings or related meetings will remain available also after the event has finished (contrary to Facebook’s livestream).

The GFMD channel on Facebook has 66 subscribers as of 29 September. The 26 videos have a total of over 9,000 views, while on average a GFMD video has 300 views.