ONET
Social Media Terms of Engagement

ONet
Open-ended Network of IPBES Stakeholders

Purpose

Social media has become an integral and important part of:

- communicating and promoting nature's role in sustainable development;
- identifying, gathering and generating data and information to inform biodiversity and ecosystem services assessments;
- acting as a knowledge intermediary connecting those working across sectors;
- developing an active relationship (including increasing trust through greater transparency) with stakeholders and target audiences; and
- bridging the science - policy gap, including sharing outcomes and activities of global environmental initiatives (with those in remote areas).

Therefore we invite all ONet members to contribute to the vitality of ONet on social media platforms. However, some rules are necessary to ensure good practices and to harmonize posts. See more information below.

Social media is dynamic, fluid and becoming increasingly powerful in its ability to capture and shape people's sentiment and conversations on key topics. As a global organization ONET membership consists of individuals from all world regions, hence ONET social media reaches across the world. Due to this cross-cultural membership and the dynamic and fluid characteristic of social media there is a degree of ambiguity as to what constitutes ethical behaviour when participating in social media.

ONET's Social Media Terms of Engagement aims to provide guidance on best practice behaviour when working and operating within ONET social media. This Terms of Engagement represents our current collective efforts to provide guidance in an evolving social media world. Your feedback on this Terms of Engagement will ensure we have comprehensive guidance for our members.

Topics of ONET social media tweets/posts etc

In adherence with ONET's Mission and Objectives (see Appendix 1), all tweets/posts sent from ONET social media should be related to one, or both, of the following two processes:

IPBES related processes

- Tweets/posts from ONET social media should focus on IPBES and IPBES related processes.
- Whilst ONET tweets/posts should focus on IPBES related processes, these tweets/posts should not be limited to retweeting all IPBES tweets/posts, especially if IPBES tweets/posts are too general (i.e. if @IPBES tweets or posts on general environmental topics they should not necessarily be retweeted or reposted through ONET social media).

ONET related processes

- Tweets/posts should focus on ONET and ONET stakeholder engagement related matters.

- Tweets/posts should focus on ONET events and products.

No promotion on ONET social media is allowed for single project, organisation or matters not related to IPBES or ONET.

Agreed terms of engagement

1. Public vs Private tweets/posts etc

Despite the existence of privacy options, some items published on ONET social media are publicly accessible and ONET cannot guarantee that sites are fully private. As such, always start your tweet/post with the assumption that anything you say can be read by anyone, anywhere, at any time and remember that the Internet has a long memory. Always exercise good judgement when tweeting/posting and be aware your conduct may affect yourself, your organisation, or others now or in the future.

2. No Anonymity

Comments posted online through ONET social media are available immediately to a wide audience. Anything you tweet/post using ONET social media platforms can be traced back to you – you can't rely on anonymity or a pseudonym to hide or protect yourself.

3. Be transparent, and identify any relational positions or potential conflicts of interest

If you are commenting in a personal or organisational capacity about ONET or IPBES related processes you work on, you should be open and transparent about who you work for, who you represent or who you may be speaking on behalf of. Be upfront about whose views are being expressed by your tweet/post etc. Here is a recommended disclaimer: *The views expressed in this tweet/post are my own and do not necessarily reflect those of my employer or its clients*.

4. Be accurate

Any tweets/posts should be accurate, fact-checked, backed up with solid evidence and hence capable of substantiation. If you make a mistake ensure you correct it promptly referencing the earlier comment, because even if the erroneous comment has been deleted someone may have saved it as an image or other format to use in a different context.

5. Be professional

Always act in a professional and constructive manner and use sound judgement before tweeting/posting. Stick to the topics and issues under discussion and avoid any personal attacks. Be polite and respectful of others' opinions, especially when they are different to yours. Show proper consideration for other people's privacy too.

6. Be fair and respectful

Malicious, misleading or unfair tweets/posts about organisations, colleagues, competitors or other stakeholders will not be tolerated. Any tweets/posts deemed by ONET Coordinators as obscene, defamatory, threatening or discriminatory to an individual, brand or entity can be removed by the Coordinators at their discretion. As a guide, do not tweet/post comments that you would not say directly to another person and consider how other people might react to your tweet/post.

7. Be smart

Respect other people's intellectual property (e.g. trademarked names, slogans, copyrighted material). Do not use any logos, trademarks or materials in a post unless it has been cleared for

public use or otherwise approved by the relevant person or organisation. Properly attribute work to the owner where required to avoid potential plagiarism. Respect all laws and regulations in relation to copyright, IP and privacy. If you are unsure as to who might own an item of content, it's best to assume that all content is protected by copyright and to make choices on the side of caution. You are legally responsible for your own tweets/posts.

8. Be aware of confidentiality

Do not disclose any information that is confidential or proprietary to your organisation, clients or third parties. Do not cite, post or reference organisations, clients or third parties without approval from the relevant person or organisation.

Assistance

If you require any advice or assistance in relation to these Social Media Terms of Engagement, please email ONET Coordinators: onet.ipbes@gmail.com

ONET Mission

ONET has the following Mission:

a) to support IPBES' mission to strengthen knowledge foundations for better policy through science, for the conservation and sustainable use of biodiversity, long-term human well-being, and sustainable development.

b) to ensure the implementation of the IPBES work programme in a participatory, inclusive and transparent manner.

ONET Objectives

ONET has the following Objectives:

a) to foster a two-way communication between ONET Members and IPBES;

b) to provide ways to guarantee stakeholder inputs along IPBES processes;

c) to support the efforts of IPBES to develop a method for systematically identifying and mobilizing stakeholders that considers regional and gender balance and diverse knowledge systems;

d) to disseminate information and material on IPBES products and achievements to a wide range of audiences;

e) to reach out to a diversity of potential users and providers of information to increase the relevance and use of the Platform;

f) to attract knowledge holders from citizen science initiatives, non-governmental organizations, the private sector and indigenous peoples and local communities to contribute to the Platform's deliverables;

g) to strengthen support for the Platform's deliverables from different regions and scientific disciplines;

h) to mobilize resources for capacity-building; and

i) to mobilize in-kind contributions from stakeholders for the implementation of the IPBES Stakeholder Engagement Strategy and for the Platform's deliverables in general.

In doing so, ONET will be a significant contributor and facilitator to achieve objectives shared with IPBES.