

Social Media Guidelines for the Staff and Volunteers of Centre for Wildlife Studies (CWS)

We at the Centre for Wildlife Studies believe that the passion, hard work and dedication of our employees and volunteers constitute the essence of our work. Our passion for wildlife research, conservation, policy and education involves meticulous planning and execution of our projects, and needs to be evident in the way we share our stories about our work through social media. While we remain steadfast to spreading awareness, we encourage you to make thoughtful use of social media to share your passion for the work you do with CWS.

As the world becomes more interconnected, the sense of what's private and what's public is becoming increasingly nebulous. Your association with CWS essentially makes you an emissary of its name and the values it stands for. Therefore, what you share publicly reflects not only on your individual opinions and stances but reflects also on CWS. We believe you will exercise personal integrity and informed discretion, while adhering to the following social media guidelines:

You Are Not a Spokesperson of Centre for Wildlife Studies

The content you post originally or forward or share on your social media should not create the impression that you are speaking on behalf of CWS. You must not hold any social media account that states or suggests that you are an authorised spokesperson for CWS (unless and until such an authorisation comes officially to you from CWS). Word and phrase usages like 'Centre for Wildlife Studies' or 'CWS' or titles of our scientific research/papers/projects or names of our official programmes/projects must be avoided in your profile name, @handle or username. Using the CWS logo as your profile picture, or in any way suggesting that your account is linked with CWS is also to be avoided.

Accuracy of Statements

The veracity of every statement we make is of utmost significance to CWS. Statements that claim to be or suggest that they are on behalf of CWS are issued only by identified spokesperson(s). You are hence requested to refrain from making such statements on any of your social media platforms.

Possibility of Being Quoted

We believe that you are aware of the possibility of being quoted when your social media accounts and posts are public. With this faith, you are requested to know that anything and everything you post/share online remains a documentation of your stances and

interests, and can be cited by journalists or activists or news outlets or anyone at all. Your posts can create an impression that you are speaking on behalf of CWS or representing CWS while sharing a personal opinion, so kindly ensure you have secured all necessary approvals before going public with such posts.

Additionally, if you chance upon a post, comment or content or situation that you surmise may violate our policies or pose a threat/risk to CWS, you are requested to immediately report the matter right away to your CWS media manager Ashwath N Seshadri so that she can assess the situation and decide on appropriate measures and crisis management plans if and as required.

If you are approached by a media personnel to speak or give statements on behalf of CWS, you are requested to please refrain from doing so, or contact Ashwath N Seshadri to get official approval from CWS before responding.

Measured Content Consumption and Sharing

Kindly be aware of the fact that any and all content you post, repost, retweet etc on any of your social media will be inevitably accessed or read or saved by several others other than your intended/designated audience or recipients. Also, any and all material you create, reshare, repost or retweet can also appear as an endorsement. So, whether or not your privacy settings are customised, whether or not you have restricted access to your posts/content to only your friends and family, you are requested to be mindful of this possibility.

Responsible and Respectful Conduct

Whether or not you explicitly mention your association with CWS on your social media accounts, you are still a valuable member of CWS. Even a remote local action online always has the possibility of global impact. You are requested to be aware of the values we at CWS stand for and the decorum we maintain in our expression. Your disagreement with certain things/people/events etc, when arises, can find a civil way of manifesting or expressing itself. Do not use obscene language, derogatory ethnic remarks, discriminatory insults, personal grudges, or any such behaviour that would be inappropriate and unacceptable not only at CWS but any civil society at all. To that extent, you are requested to be cautious about comments made in jest, too, since those too, can be misconstrued.

Objective, Unprejudiced Expression

At CWS, we have always remained politically neutral and refrain from making biased, uninformed comments on political activities or advocacies. We value objectivity and impartiality in our outlook and expression, including social media. Please consider how

your political views could reflect on CWS before commenting on controversial issues, especially those that involve CWS in any way. Unless you are given written permission to do so, you are requested to refrain from questioning our nonprofit status or expressing political affiliation and/or antagonism on your personal online profiles or on inappropriate online pages and/or online groups (regardless of the account type).

Field Work and Volunteering Guidelines

When you are on field work or are volunteering with CWS, you are in fact encouraged to share your work on your social media platforms, but please do work with your media manager to determine the tone of your posts on your personal profiles or groups or pages of accounts of any type as your posts relate to CWS.

Tag @cwsindia

One of the most fulfilling things for us to see is our employees and volunteers doing great work in the field or in-house. And more often than not, social media is the best way to share your work. While you do so, **while keeping all the aforementioned guidelines in mind**, please feel free to tag the Centre of Wildlife Studies accounts (on Facebook, Instagram, Twitter and LinkedIn) on your posts. Also, please remember that if you have an amazing story, photo or any intriguing information that is also rare and you want to share, intimate Sumit Arora at CWS before taking it online.

Please Note: If you come across an account on any social media that you believe is not an official CWS account but claims to be one explicitly or suggestively, please immediately inform Sumit Arora at CWS. This way, we can investigate and decide on the appropriate course of action.

Contact Details:

Sumit Arora
Mobile: 98183 59033