

#DEFYHATENOW

Social Media Code Of Conduct



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- ✓ **BE RESPONSIBLE.**
- ✓ **BE TRANSPARENT.**
- ✓ **BE CLEAR AND CONSISTENT.**
- ✓ **BE ACCURATE, CHECK FACTS.**
- ✓ **BE FAIR AND RESPECTFUL.**
- ✓ **BE PROFESSIONAL.**
- ✓ **ALWAYS BE CREDIBLE.**

“WHAT IS YOUR INTENTION?”

Always work to encourage tolerance, mutual respect & togetherness.

1. Community Engagement.
2. Outreach to new community circles and Ethiopian diasporas.
3. #HateFreeEthiopia Brand Building (engage people online/offline)

Every tweet, blog article, facebook post, or comment, or reply should be:

- Positive and courteous to the online community
- Simple and easy to understand
- Engage participation through questions or calls to action.
- Non-political / politically neutral
- Proper language, grammar, and formatting
- Visually stimulating (photo, quote, or video)
- Use hashtags (#), handles (@name), and tags to highlight sources and trends