

SOCIAL MEDIA GUIDELINES AND LOGO USE

Social media is changing the way we work, the way we engage and the way we communicate. We are hoping that social media interaction will enhance our networks and communities and build stronger and closer relationships with our stakeholders and audience.

These are the official guidelines for participating in social media, in particular for the [Global RCE Network](#) and [ProsPER.Net](#) facebook sites. If you are a member of the RCE or ProSPER.Net community these guidelines are for you! The [Global RCE Network](#) and [ProSPER.Net](#) communities support transparency and are committed to clear disclosure of relationships and endorsements.

Participation in social media is not a right but an opportunity. Treat it seriously and with respect.

Follow the rules of engagement:

- Be transparent, truthful, conscientious, up-to-date, and specific and be yourself.
- Be respectful and considerate to other people's cultures, their values and backgrounds.
- Add value: if you wish to engage in a conversation make it helpful and thought-provoking.
- Build community: post comments that invite responses and engagement
- Do not reveal classified or confidential information, make sure when sharing content that the information does not fall under any of these categories.
- Credit pictures and sources where necessary and appropriately.
- If you make a mistake: admit it and apologize

Moderation (reviewing and approval of content) applies to any social media content written on behalf of the ESD communities. We do not endorse or take responsibility for content posted by third parties (i.e. user generated content). This includes text input and uploaded files, as well as videos, images, audio, executables and documents. While we strongly encourage your participation we will exert our right for moderation on all our websites and social media. We will use the following rule: the Good, the Bad, but not the Ugly. If the content is positive or negative but related to the context we can approve it, but if the content is ugly, offensive, inappropriate, false, repetitive, inaccurate, or out of context we will reject it and use our right of moderation.

Failure to abide by these guidelines could result in being excluded from the communities. Please also follow the terms and conditions of any third-party sites.

We encourage other social media portals, used by individual groups or members in our two flagship initiatives ([Global RCE Network](#) and [ProSPER.Net](#)) such as individual RCEs or RCE

subgroups, as well as ProSPER.Net related sites (universities, institutes, members) to follow these recommendations.

For any information related to these guidelines please contact the specific communities at rceservicecentre@unu.edu) and prospernet@unu.edu.

UNU-IAS / RCE Logo Use

In order to promote the Regional Centres of Expertise on Education for Sustainable Development (RCEs) and their activities, UNU-IAS, serving as the Global RCE Service Centre, has developed the RCE logo as presented below.



Since the RCE logo includes the UN logo as an integral part, UNU-IAS was required to obtain approval from the UN Legal Office in New York to use it. The UN Legal Office approved the use of the RCE logo with the following two conditions:

- The RCE logo should be used as an integral logo and its components are not to be used separately.
- The UNU-IAS should ensure that the RCE logo is to be used in accordance with UN rules and regulations.
- The RCE logo use policy was developed to meet the conditions set forth by the UN Legal Office. Each RCE is expected to use the RCE name or logo appropriately and to abide by the provisions of the [Guiding Principles for the RCE Community](#).

The RCE logo can be used for RCE-letterheads, RCE-related publications, reports, posters, brochures, banners and other RCE-related events, upon request by RCEs that are officially acknowledged by UNU and upon approval by the Global RCE Service Centre.

In order to use the UNU-IAS/RCE logo, an RCE logo use request form has to be submitted to the Global RCE Service Centre (rceservicecentre@unu.edu). To download the [RCE logo use request form](#) and for more information on how to receive approval of the logo, please visit the [RCE Portal](#). For more information on how to use the RCE logo and how to submit the request form, please contact the Global RCE Service Centre (rceservicecentre@unu.edu).