



مجموعة جامعة
الجميع الذكية
للتعليم القابضة



Social Media and Crises

Lecture 1

DGM 730

Social Media and Ethics

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Lecture outline

Social Media and Ethics

- Social Media Policy and adherence
- Understanding copyright and creative commons
- Disclosure and Transparency
- Social Media risks and rewards
- Conclusion
- Recommended References

Overview and key findings of the 2023 Digital News Report

- ❑ <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2023/dnr-executive-summary>
- ❑ https://open.spotify.com/episode/4tqp5uLJCYbiEUq7MRHFnr?go=1&sp_cid=83f14e36d8021722d85a5a143cf2a311&t=8&utm_source=embed_player_p&utm_medium=desktop&nd=1

14th June 2023



Omar Mostafa • 1st

Digital Media Strategist, Online Journalism Trainer & News Products Enthusiast

22h • 0

وانا باقرأ تقرير معهد رويترز للصحافة الرقمية لسنة 2023 اللي صدر النهارده، واللي بيغطي 6 قارات وأكثر من 40 بلد مش بينهم مصر ولا أي بلد عربي، بأسأل نفسي ليه كليات الإعلام في مصر وفي مقدمتها كلية إعلام جامعة القاهرة متشتغلش على مشروع تقرير سنوي زي ده يرصد حالة الإعلام في مصر بشكل علمي منهجي وتنشره للصالح العام.

تقرير زي ده مهم علشان نفهم اتجاهات وتفضيلات الجمهور اللي بتتغير والتغيرات اللي بتحصل في نماذج الأعمال وإن كانت الثقة في ناشري الأخبار بتزيد وللا بتقل وغيرها كثير من الأمور اللي الكل محتاج يعرفها ويفهم أبعادها، من الناشرين ووسائل الإعلام، لصناع القرار، للباحثين الأكاديميين، لأي حد مهتم بالإعلام في مصر.

في غياب تقرير زي ده، كل كلامنا عن وضع الإعلام ومشاكله وحلولها ومستقبله هي محض توقعات وانطباعات واجتهادات بعيدة كل البعد عن التأسيس العلمي، بما فيها كل المؤتمرات والفعاليات الخاصة بالإعلام في مصر، اللي معظمها بي طرح أسئلة أكثر ما بي طرح حلول يمكن تطبيقها، لإن ببساطة معندناش مرجع أو بوصلة نمشي على أساسها، مفيش معلومات أو حقائق نمشي وراها، وأفضل حاجة بنعملها إننا بنمشي على خطى بلدان تانية ظروفها وناسها مختلفين عننا تماما، فبالتالي الروشة بتكون مش مضبوطة، وده اللي بيخلينا أحيانا نمشي بكل ثقة في عكس الاتجاه ظنا منا إن ده الاتجاه الصح



Digital News Report 2023

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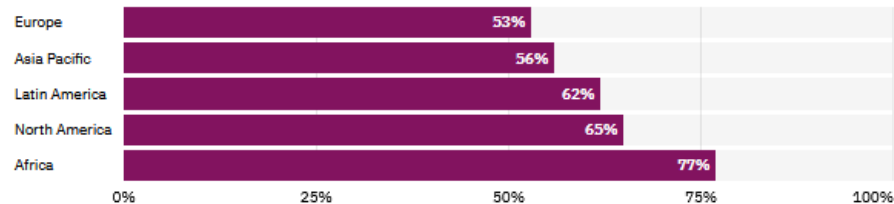
Misinformation and disinformation

The platform changes we have described, including the switch of attention to new networks, do not seem to be lessening public fears about misinformation and disinformation. Across markets, well over half (56%) say they worry about identifying the difference between what is real and fake on the internet when it comes to news – up 2 percentage points on last year. Those who say they *mainly* use social media as a source of news are much more worried (64%) than people who don't use it at all (50%) while many countries with the highest levels of concern also tend to have high levels of social media news use. This is not to say that social media use *causes* misinformation, but documented problems on these platforms and greater exposure to a wider range of sources does seem to have an impact on how confident people feel about the information they come across.

Proportion concerned about what is real and what is fake on the internet when it comes to news

Selected regions

56% (+2) concerned average across all markets



Q_FAKE_NEWS_1. Please indicate your level of agreement with the following statement. Thinking about online news, I am concerned about what is real and what is fake on the internet. Base: Total sample in Africa = 6063, North America = 4231, Latin America = 12,149, Asia-Pacific = 22,477, Europe = 48,975.

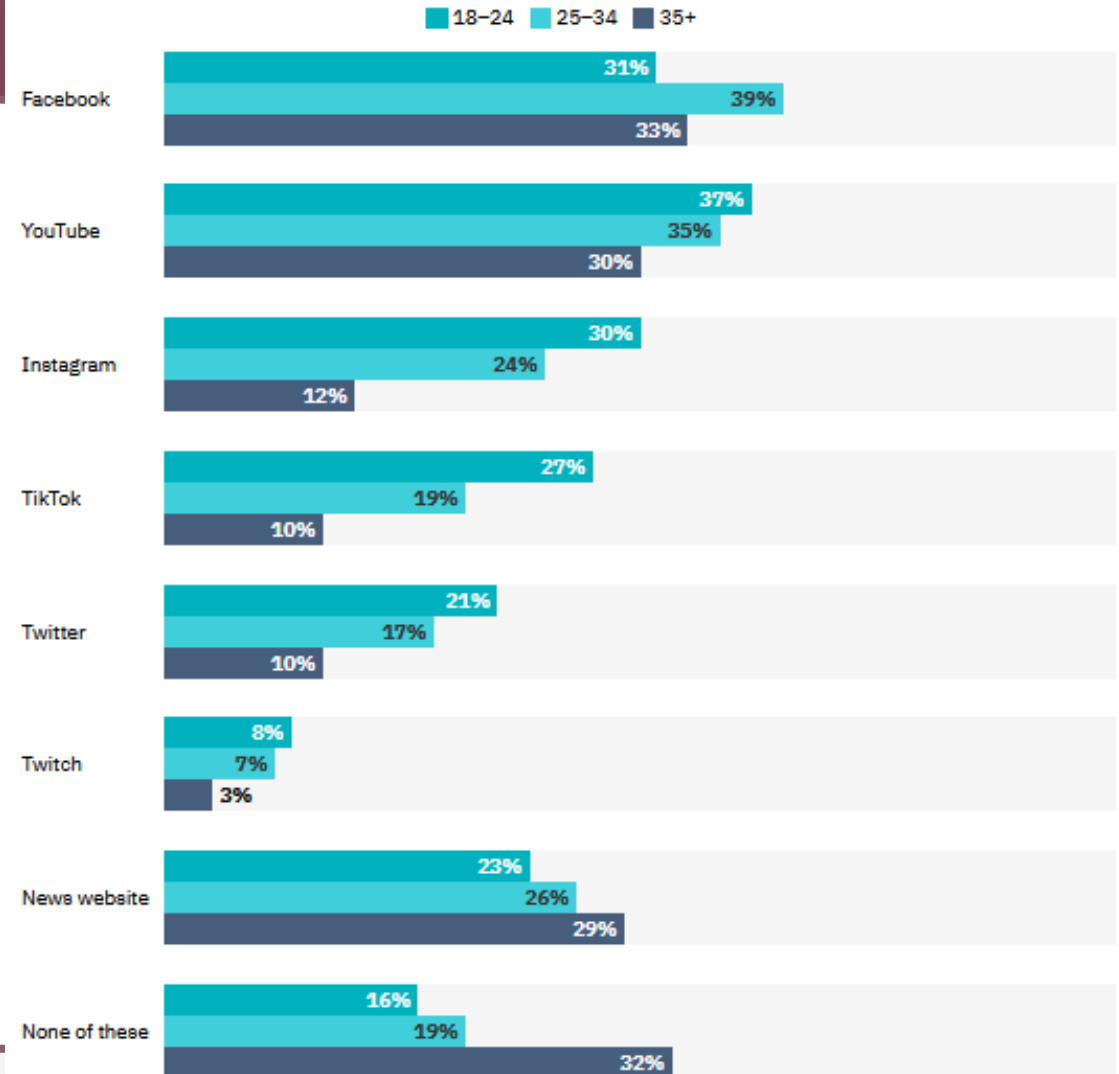
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Proportion that watched online news video on each in the last week

All markets

62% consume via one or more social platforms | 28% via news websites or apps | 28% consumed no video.



Q11_VIDEO_2018a. Thinking about when you used online news-related video (a short clip, a live stream, or a full episode) over the last week, which of the following did you do? Please select all that apply. Base: 18-24s = 11,192, 25-34s = 16,918, 35+ = 65,785.

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Social Media Crisis Example



Examples of social media policy

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Dell Global Social Media Policy

Dell has a very simple and straightforward social media policy. It boils down to six overarching policies.

1. Protect Information
2. Be Transparent and Disclose
3. Follow the Law, Follow the Code of Conduct
4. Be Responsible
5. Be Nice, Have Fun and Connect

Source: <https://everyonesocial.com/blog/need-sample-social-media-policies-here-are-7-to-inspire-yours/>

Social Media Principles

1. Protect Information
2. Be Transparent and Disclose
3. Follow the Law, Follow the Code of Conduct
4. Be Responsible
5. Be Nice, Have Fun and Connect



Examples of social media policy

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Intel Social Media Guidelines

Intel is another example of a good social media policy. They've split their policy into five parts. There are three sections for disclosure, protect trade secrets, and use common sense. In addition, there are sections for contractors or anyone else who is paid to contribute to Intel's social media activity.

Source: <https://everyonesocial.com/blog/need-sample-social-media-policies-here-are-7-to-inspire-yours/>



3 Rules of Engagement



Your common sense is your natural ability to make good judgments and to behave in a practical and sensible way.



Examples of social media policy

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Ford Motor Company Digital Participation Guidelines

1. Honest about who you are
2. Clarity that your opinions are your own
3. Respect and humility in all communication
4. Good judgement in sharing only public information – including financial data
5. Awareness that what you say is permanent



Source: <https://everyonesocial.com/blog/need-sample-social-media-policies-here-are-7-to-inspire-yours/>

Steps of social media policy



RAISE AWARENESS

Build relationships.



Enhance customer service.



Communicate during a crisis.



Image credit: Kelsey Wynns

Test ideas & get feedback.



Find business opportunities.



But, how can you do it ethically?



Be honest.



Give proper credit.
Cite Sources



Don't give specific
legal advice.

Only General ones



Be careful about who you friend.



Don't share confidential information.



Disclose your relationships.



<https://getcommandpost.com/>



<https://disclosurepolicy.org/>

Disclose your relationships.

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Transparency & Ethics

CMP.LY was founded on the belief that transparency and ethics are fundamental to communication, especially on social media. It is a core component of everything that we do and why we've ensured that both CommandPost and PowerPost include built-in disclosure solutions.



It's also one of the underlying reasons why we support the Word of Mouth Marketing Association (WOMMA), an organization that is committed to ethical word of mouth marketing practices. We are active WOMMA members and our CEO Tom Chernaik is a Co-Chair of the Ethics Committee. To learn more about WOMMA, visit <http://www.womma.org>.

Disclose your relationships.



DisclosurePolicy.org

[Influencer Disclosure Policy](#)

[Influencers](#)

[Marketers](#)

[FTC Actions](#)



What is disclosure?

The act of making something **obvious**. Disclosing (divulging or explaining), the purpose and interests of an influencer in his/her published posts: written, audio or video.

Why disclose?

By disclosing the purpose and relationship of a post, influencers are letting their audience know more about the information they'll be reviewing. Influencers retain the freedom to write original content, as well as select which marketers and brands they will represent in exchange for money or gifts. Any ethical concerns will remain where they've always been – on the individual level. Because it is an influencer's choice to select which topics will bring them payment, he/she remains responsible for his/her own reputation.

This site is provided as a free service of IZEA, provider of **influencer marketing software** that connects agencies and brands with influencers. IZEA believes in transparency and disclosure in influencer marketing.



Why is it important in influencer marketing?

Because marketers are offering **influencers** payment, gifts, or other compensation to create content about specific products or services, the influencer's interest in the product or service may be in part the financial gain. Whether the influencer would have included content in his/her post about the product or service without gift or payment, the fact is the influencer is receiving payment for certain content.

Use
discretion.

استخدم السلطة التقديرية



Don't post anything online that you're not comfortable with the whole world seeing. Even with privacy settings, there's still the possibility that content or photos will spread. Google never forgets. So, when in doubt, leave it out.

Google never forgets!

Why do you need a social media policy for employees

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Promote DEI (Diversity, Equity, & Inclusion)

Have a look

<https://hr.mcleanco.com/research/ss/create-a-people-first-diversity-equity-and-inclusion-strategy>

1. Conduct a current state assessment

Uncover DEI gaps and challenges through focus groups and data evaluation.

 [Create a People-First Diversity, Equity, and Inclusion Strategy Storyboard](#)

 [Create a People-First Diversity, Equity, and Inclusion Strategy Executive Briefing](#)

 [Diversity, Equity, and Inclusion Primer](#)

 [Diversity, Equity, and Inclusion Workbook](#)

 [Biases and Heuristics Catalog](#)

 [Standard Focus Group Guide](#)

 [Diversity, Equity, and Inclusion Assessment](#)

 [Guide to Using Self-identification Questions Respectfully in HR](#)

2. Determine the purpose of DEI

Define the overarching objective for DEI, determine strategic pillars, and identify goals and metrics.

 [Standard SWOT Analysis Template](#)

 [HR Metrics Library](#)

3. Determine the governance model and select DEI initiatives

Assess DEI maturity and examine the employee lifecycle from a DEI lens to select initiatives to implement.

 [Job Aid: Diversity, Equity, and Inclusion Governance Framework](#)

 [Diversity, Equity, and Inclusion Initiatives Catalog](#)

 [Job Aid: Diversity, Equity, and Inclusion in Talent Acquisition](#)

 [Employee Resource Group \(ERG\) Charter Template](#)

Understanding copyright and creative commons

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Types creative commons

<https://creativecommons.org/licenses/?lang=en>

How to start?

<https://creativecommons.org/share-your-work/>

Understanding copyright and creative commons

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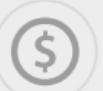
Creative Commons Licenses

explained, at a glance.

-  You can redistribute (copy, publish, display, communicate, etc.) the works.
-  You have to attribute the original work (title of work, creators name, link, CC license).
-  You can use the work commercially.
-  You can modify and adapt the original work. Provided you indicate how you changed it.
-  You can choose any license for your adaptations of the work.

* Intellectual property rights have expired, have been forfeited, or are inapplicable (e.g. works of Shakespeare, Beethoven, etc.)

Disclaimer: This document by its nature cannot be comprehensive and is provided to assist clients to clarify and identify legal issues on which they should seek legal advice. Please consult professional legal staff for advice specific to your situation.

					
	COPY & PUBLISH	ATTRIBUTION REQUIRED	COMMERCIAL USE	MODIFY & ADAPT	CHANGE LICENSE
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 CC BY	✓	✓	✓	✓	✓
 CC BY-SA	✓	✓	✓	✓	✗
 CC BY-ND	✓	✓	✓	✗	✓
 CC BY-NC	✓	✓	✗	✓	✓
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Understanding copyright and creative commons

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تتألف تنويعات الرخصة من أربعة عناصر تحكم الاستغلال المسموح به للمصنف موضوع الترخيص:

النسبة (by)	يحقّ للمرخصّ له نسخ وتوزيع وعرض المصنّف وعمل مصنفات مشتقة منه بشرط ذكر اسم المؤلف الأصلي على النحو الذي يُحدده المؤلف.
غير التجاري (nc)	يحقّ للمرخصّ له نسخ وتوزيع وعرض المصنّف وعمل مصنفات مشتقة منه بشرط كون ذلك لغرض الأغراض التجارية.
بلا اشتقاق (nd)	يحقّ للمرخصّ له نسخ وتوزيع وعرض المصنّف في نسخ طبق الأصل ولا يحقّ له عمل مصنفات مشتقة منه.
الترخيص بالمثل (sa)	يحقّ للمرخصّ له نسخ وتوزيع وعرض المصنّف وعمل مصنفات مشتقة منه بشرط توزيع النسخ أو المصنفات المشتقة بذات الرخصة المرخصّ بها المصنّف الأصلي.

من توافق الاشتراطات الأربع السالفة توجد ست تنويعات من الرخصة معتمدة حالياً:

- النسبة (CC-BY)
- النسبة-الترخيص بالمثل (CC-BY-SA)
- بلا اشتقاق (CC-BY-ND)
- غير التجاري (CC-BY-NC)
- غير التجاري-الترخيص بالمثل (CC-BY-NC-SA)
- غير التجاري-بلا اشتقاق (CC-BY-NC-ND)

و شرط نسبة العمل إلى مؤلفه قاسم مشترك أدنى بين كل تنويعات الرخصة الحالية، كما أنها كلها تسمح بالحق الأساسي في التشارك ونسخ المصنّف المرخص وتداوله للأغراض غير التجارية بلا قيد، كما تعد رخصة المشاع الإبداعي في تنويعاتها المتضمنة شرط الترخيص بالمثل إحدى رخص المشاع الفكرية

Understanding copyright and creative commons

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Types of Creative Commons licenses

Here are the different types of CC license you might find online. As you read them, keep in mind that marketing is very clearly a commercial purpose.

Attribution-NonCommercial-No Derivatives (CC BY-NC-ND): This license means you can copy and redistribute an image – but you cannot modify it, and you cannot use it for commercial purposes. And, as the license name implies, you must provide attribution.

Attribution-No Derivatives (CC BY-ND): You can copy and distribute the image, including for commercial purposes, but you can't modify it. So, for example, you can't add overlay text, crop, or apply filters. Attribution is required.

Understanding copyright and creative commons

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Types of Creative Commons licenses

Attribution NonCommercial-ShareAlike (CC BY-NC-SA): You can use the image and adapt it into something new. However, you cannot use it for commercial purposes, and you have to share your modified work with the same type of CC license and provide attribution.

Attribution-NonCommercial (CC BY-NC): Same as the above, but without the requirement to use the same CC license on modified work.

Attribution-ShareAlike (CC BY-SA): You can use the image and adapt it into something new. You can use it for commercial purposes, but you have to share your modified work with the same type of CC license and provide attribution.

Understanding copyright and creative commons

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Types of Creative Commons licenses

Attribution (CC BY): Basically the only requirement is to provide attribution.

Public domain/No copyright: If a creator has waived all their rights, or the copyright has expired, the work enters the public domain. In Creative Commons, this is listed as CC0 1.0 Universal (CC0 1.0). This is the license to look for if you want non-copyrighted work.

The safest options when looking for images for social media marketing are attribution-only and CC0 1.0 public domain licenses. Remember, any license that includes the word “attribution” means that you must give credit to the creator.



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Thank You

