



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY

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

Report

- ❑ <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2023/dnr-executive-summary>
- ❑ <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2023>

Podcast

- ❑ 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 التأصيل العلمي، بما فيها كل المؤتمرات والفعاليات الخاصة بالإعلام في مصر، اللي معظمها بي طرح أسئلة أكثر ما بي طرح حلول يمكن تطبيقها، لإن ببساطة معدناش 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

Live Session

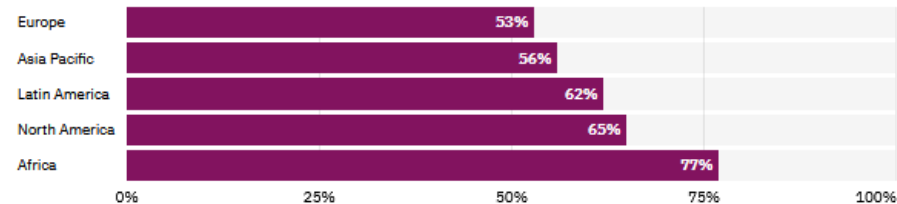
Misinformation and disinformation

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 = 48,976.

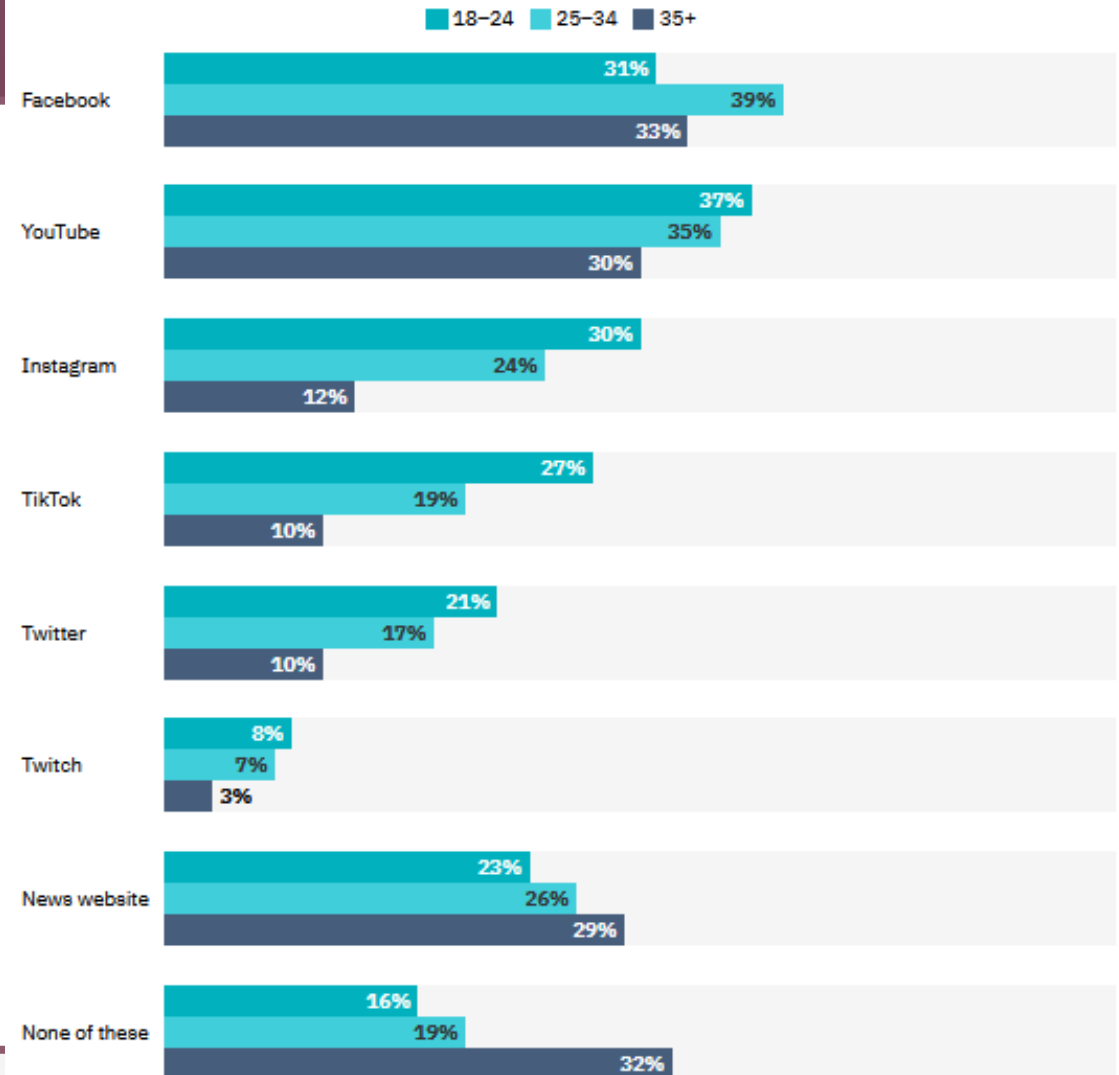
[Get the data](#) • [Embed](#)



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+ = 66,786.

[Get the data](#) • [Embed](#)

Digital News Report 2023

تقرير رويترز للأخبار الرقمية 2023

ملخص للنقاط الرئيسية

- وجد التقرير أن الوصول المباشر إلى المواقع والتطبيقات الإخبارية أخذ في الانخفاض، حيث قال 22% فقط من المشاركين أن هذه هي الطريقة الرئيسية لنشر الأخبار على الإنترنت. أصبحت وسائل التواصل الاجتماعي على نحو متزايد البوابة الرئيسية للأخبار، حيث قال 30% من المشاركين أن وسائل التواصل الاجتماعي هي مصدرهم الرئيسي للأخبار على الإنترنت.
- تعد المنصات مثل Facebook وYouTube وTikTok وسطاء مهمين بشكل متزايد للأخبار، على الرغم من أن شكوك الجمهور بالخوارزميات لا تزال قائمة.
- تراجعت الثقة العامة في الأخبار بمقدار نقطتين مئويتين لتصل إلى 40%.
- تصل الأجيال الشابة بشكل متزايد إلى الأخبار عبر التنسيقات المرئية مثل الفيديو والصوت، على الرغم من أن قراءة النص تظل الطريقة المفضلة لاستهلاك الأخبار بالنسبة للأغلبية.
- تزداد أهمية الذكاء الاصطناعي والتعلم الآلي في غرف الأخبار، حيث قال 85% من الناشرين، الذين شملهم الاستطلاع، إن الذكاء الاصطناعي سيكون مهمًا جدًا هذا العام في إنشاء محتوى الأخبار من جمع الأخبار والإنتاج وحتى التوزيع.

Journalism, media, and technology trends and predictions 2024

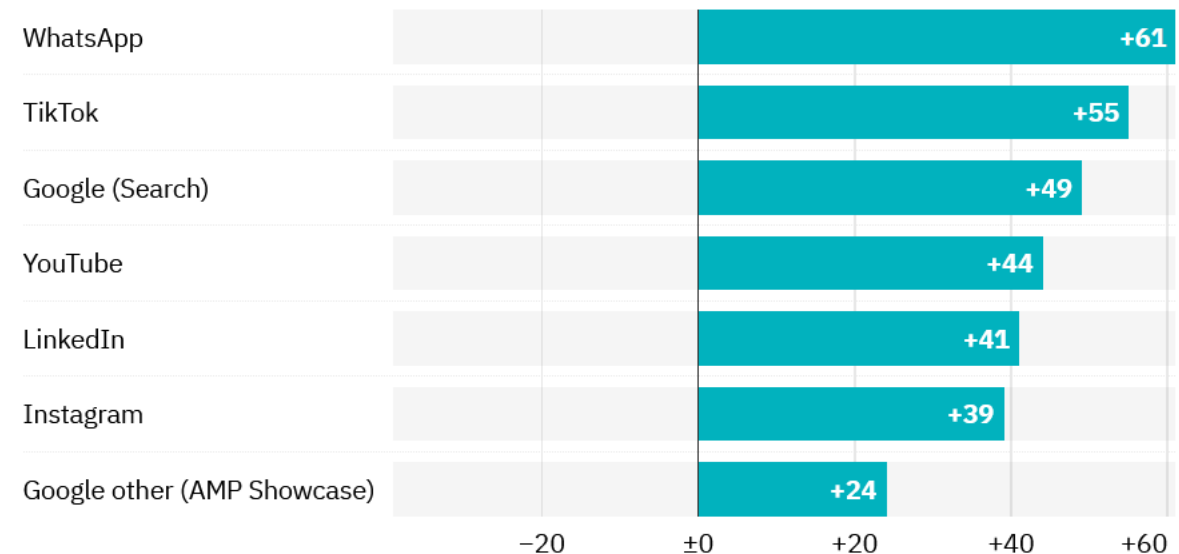
Report

- ❑ <https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2024-01/Newman%20-%20Trends%20and%20Predictions%202024%20FINAL.pdf>
- ❑ <https://reutersinstitute.politics.ox.ac.uk/journalism-media-and-technology-trends-and-predictions-2024>

Publishers plan to lean into WhatsApp, TikTok and YouTube

Numbers shown represent news leaders surveyed who say they will put more effort on each platform, minus those who say they will put less effort.

Many publishers will focus on these platforms



Lecture

01

Social Media Crisis Example

Live Session



Examples of social media policy

Live Session

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

حماية المعلومات

2. Be Transparent and Disclose

كن شفافاً واكشف

3. Follow the Law, Follow the Code of Conduct

اتبع القانون، واتبع قواعد السلوك

4. Be Responsible

كن مسؤولاً

5. Be Nice, Have Fun and Connect

كن لطيفاً واستمتع بوقتك وتواصل

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

Live Session

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 المتعاقدين / الوسطاء 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 الفطرة السليمة is your natural ability to make good judgments and to behave in a practical and sensible way.



Ford Motor Company Digital Participation Guidelines

1. Honest about who you are صادق بشأن من أنت
2. Clarity that your opinions are your own الوضوح بأن آرائكم خاصة بكم
3. Respect and humility التواضع in all communication
4. Good judgement in sharing only public information –
الحكم الجيد في مشاركة المعلومات العامة فقط - بما في ذلك البيانات المالية including financial data
5. Awareness that what you say is permanent
الوعي بأن ما تقوله هو دائم

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



Steps of social media policy



RAISE AWARENESS



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Source: Laura Click

Founder & CEO - Blue Kite Marketing

www.flybluekite.com

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.

[Home](#)[Solutions](#)[Approach](#)[Resources](#)[About](#)[Blog](#)[Login](#)[Get Started](#)

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

Live Session

Promote DEI (Diversity, Equity, & Inclusion) التنوع والإنصاف والشمول

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

Live Session

Types creative commons - countries

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

How to start?

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

Creative Commons is an international nonprofit organization that empowers people to grow and sustain the thriving commons of shared knowledge and culture we need to address the world's most pressing challenges and create a brighter future for all.

Understanding copyright and creative commons

Live Session

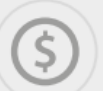
Creative Commons Licenses

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
 COPYRIGHT	✗	✗	✗	✗	✗
 PUBLIC DOMAIN*	✓	✗	✓	✓	✓
 CC BY	✓	✓	✓	✓	✓
 CC BY-SA	✓	✓	✓	✓	✗
 CC BY-ND	✓	✓	✓	✗	✓
 CC BY-NC	✓	✓	✗	✓	✓
 CC BY-NC-SA	✓	✓	✗	✓	✗
 CC BY-NC-ND	✓	✓	✗	✗	✓



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الجميع الذكية
للتعليم القابضة

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 المشاعية الفكرية

Understanding copyright and creative commons

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

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

Live Session

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.

الشرائح السابقة للاستزادة



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

Social Media Policy and adherence



What is a company social media policy?

Social media has become a large part of our everyday lives. Consumers expect brands to have an active online presence and the ability to answer any questions they have fast.

But a poorly timed or worded social post could harm your brand reputation.

Although **people may forgive your brand**, the **internet never forgets**, so it's better to be safe than sorry! **Implementing a social media policy will help protect your company** and give employees the space to **advocate** for themselves while staying true to **the brand and its values**.

What is a company social media policy?

A **social media policy** is part of a company's business **code of conduct** قواعد السلوك that tells employees how they should represent themselves and the brand on social media. It includes **guidelines to protect the brand's security, privacy and legal interests**.

Social media platforms provide avenues for brand promotion, but they also present opportunities to misrepresent your brand, which is why a good social media policy is so necessary.

To do so, this means keep it simple, clear, accessible, and continued to be updated. The goal is to emphasize some basic conduct so, there are no major issues in the future.

Why do you need a social media policy for employees

Create brand advocates

Social media policies allow you to unlock all the benefits of employee advocacy, without putting your brand credibility at risk.

When your employees post about the organization online, it can increase brand awareness, establish thought leadership and drive qualified leads. Along with helping social selling, employee posts can support social recruiting efforts, attracting top talent to your company.

Your social media policy is a **critical advocacy tool**, giving your employees the guidance they need to represent your brand accurately within social networks.

Why do you need a social media policy for employees

Branding Diversity

considers how brands both reflect and affect contemporary discussions of cultural diversity.

Promote DEI (Diversity, Equity, & Inclusion) التنوع والإنصاف والشمول

Brand diversity in social media is more important than ever. Company alignment with personal values is 74% more important to consumers than it was in 2021, so brands need to **show and tell audiences what the company values.**

Amplifying diverse voices via social media is an actionable step brands can take to prioritize representation and **attract top talent from marginalized communities.** An **inclusive social media policy** will empower and encourage voices from all backgrounds to advocate for the brand.

Why do you need a social media policy for employees

Maintain a consistent brand identity

Brand identity is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.

A social media policy ensures that whenever someone interacts with your company online, either through a brand channel or an employee, they get the same **consistent experience**. This **develops a more reliable, trustworthy identity** for your company, turning customers into loyal fans and ambassadors.

Why do you need a social media policy for employees

Minimize legal action against your brand

Social media presents complicated considerations such as privacy law and copyright law. A well-made social media policy will protect the company from potential lawsuits.

Consult with your legal counsel and outline **a list of dos and don'ts** for the company to follow. These rules of thumb القواعد الأساسية will help ensure the organization and contractors are compliant with laws, reducing the risk of legal action against the company.

Why do you need a social media policy for employees

Protect your brand from privacy and security risks

There are many privacy and security risks involved with using social media.

The larger your team is, the larger those risks become. A good social media policy combined with **security protocols will protect your accounts against hacking, phishing and fraud accounts.**

And since social media is a common resource for scammers and criminals, it's imperative your **social media policy includes guidelines that protect both your employees and company.** Whether it's defending against phishing scams or ransomware attacks, make sure that everyone in your organization is vigilant about online protection.

Why do you need a social media policy for employees

Prevent a public relations crisis

Many organizations make the mistake of waiting until they've faced a public relations disaster to put a policy in place. **Be proactive and implement a strategy in advance to minimize crisis.**

Your social media crisis plan should align with your social media policy. For example, the policy can designate which teams are responsible for handling a PR crisis.

Don't wait the crisis until happen
Plan in advance

Understanding copyright and creative commons

Copyright VS. Creative Commons



It's like the photographer is saying,
"This picture is mine. Mine, mine,
mine. And you can't have it.
Unless I say you can."



It's like the photographer is saying,
"This picture is mine. I'm the
creator. But you can use it. Just use
it in this way only and say where you
got it."

Understanding copyright and creative commons

Copyright law gives creators certain kinds of **control** over their creative work. If people want to use copyrighted work, they often have to **ask for permission from the creator**.

Creative Commons المشاع الإبداعي works within copyright law. It allows creators to grant permission to everyone in the world to use their work in certain ways.



Copyright Symbol



Creative Commons Symbol

Understanding copyright and creative commons

Creative commons and copyright both refer to legal explanations and sanctionsالعقوبات regarding authorshipتأليف. Both authorizationsالترخيص refer to creators' conditions regarding their original outputs such as books, websites, software, movies, and songs. However, creative commons is only applicable to those protected by copyright while copyright covers original work.

What is Creative Commons?

Creative Commons (CC) **aims to increase the number of legally available creative works**. CC licenses give creators the freedom to decide which rights are being reservedمحفوظة and waivedعنھا. It is currently being incorporated in popular online platforms such as YouTube and Flickr. CC licenses are based upon copyright specifics and only utilize one page of highly comprehensible explanation of rights.

Understanding copyright and creative commons

What is Copyright?

Copyright grants authors the exclusive rights regarding the use and reproduction of their original work. With the Licensing of the Press Act 1662, the English Parliament addressed the unauthorized printing الطباعة غير المصرح بها of books and pamphlets. This legal concept was then adapted by various countries.

Copyright is one of the group of laws under intellectual property which immediately applies to any novel work which facilitates authors' selling activities. However, when an employee gets paid for creating a certain material, the employer often gets the copyright. An infringement التعدي of copyright occurs when an owner's product is reproduced without permission. Copyright registration is not needed in most countries; however, many authors still opt to register for marketing purposes.

Understanding copyright and creative commons

Difference between Creative Commons and Copyright

Implementation of Creative Commons vs. Copyright

Creative Commons is only applied to already copyrighted materials as it is a license which specifies the author's conditions regarding the baseline permissions of reproduction, distribution, display, and performance. On the contrary, copyright instantly applies when a work is originally created; this is why it is described as “magical”.

Profit

Creative Commons, a non-profit organization, lets other people copy and use a creator's work for noncommercial purposes only. However, Copyright allows commercial goals, hence profit, to be achieved. The author may also lend or assign the copyright with the pertinent signed contracts. يجوز للمؤلف أيضًا إعاره حقوق الطبع والنشر أو التنازل عنها مع العقود الموقعة ذات الصلة.

Understanding copyright and creative commons

Difference between Creative Commons and Copyright

Nature

Creative Commons is an organization and a license which can take the forms of differing attributions **إسنادات مختلفة** while copyright is a law which allows owners to license their work.

Expiration

The licenses of Creative Commons expire when the elemental copyright also expires. As for Copyright, the US constitution mandates that it expires 50 years after the author's death. However, this may vary in other countries, for example, the UK regulation dictates the expiration to be 70 years after the author's death.

Understanding copyright and creative commons

Difference between Creative Commons and Copyright

Pro-User

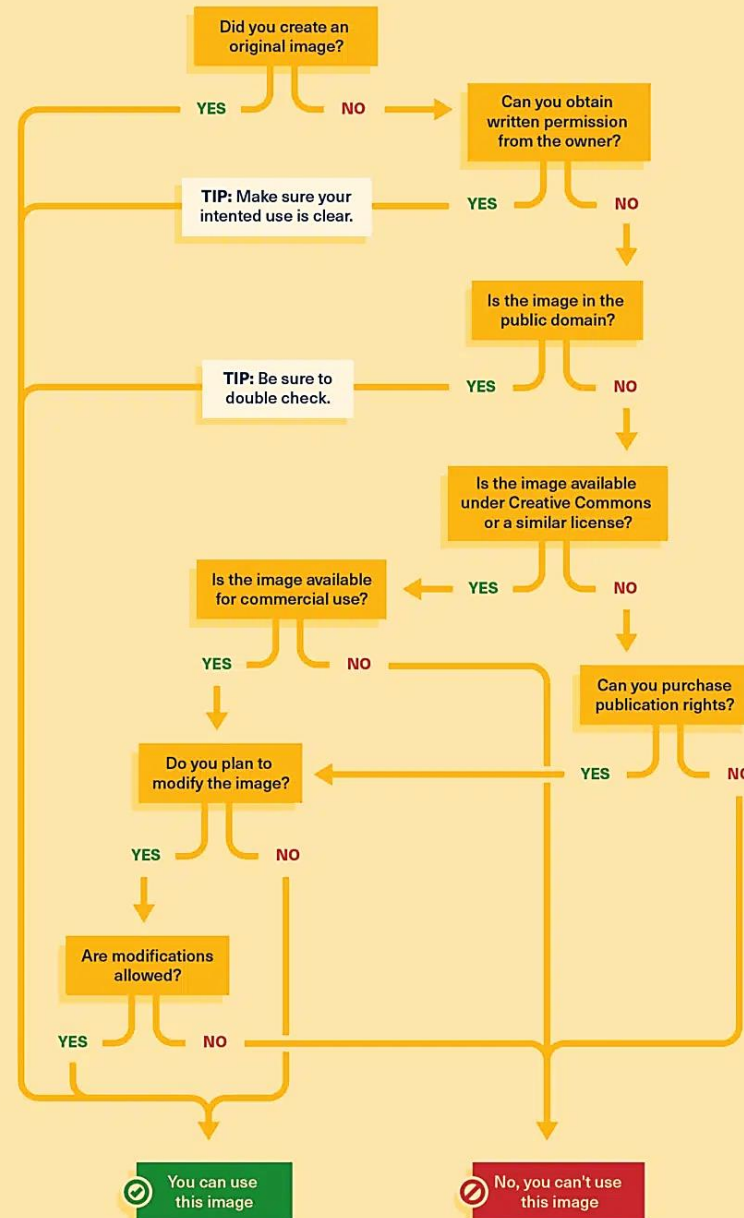
Creative Commons shows more advantages to the user as it allows free reproduction and utilization under certain circumstances.

On the other hand, **Copyright features more advantages to the owner** regarding protection and commercial use.

Example

Copyright laws for social media are, well, pretty much exactly the same as copyright laws everywhere else. If you want to use an image that isn't yours, you must obtain permission. That might be through a license or through the creator directly.

Can I Use this Photo on Social Media?



Disclosure and Transparency



Disclosure and Transparency

Transparency means taking accountability when mistakes are made or problems come up, and this includes communicating with your audience, consumers, and personal team or employees.

Transparency is not a single policy tool. It has different dimensions. Roughly, they are providing disclosures to users, public reporting, and access to data for researchers.

Disclosure to users includes revealing information about the content moderation standards a social media company has in place, its enforcement processes, and explanations of takedowns and other content moderation actions, descriptions of complaint procedures, among other things. Each of these outputs provide users with opportunities to complain about problematic content and to receive due process when social media companies take action against them.



Disclosure and Transparency

Why transparency is essential?

Seeing all that is involved in implementing **transparency** measures brings us back to one question: Why do this at all? What good does' transparency do? In general, the answer is that it **provides public accountability**.

Without transparency, due process for social media users is impossible. If users do not know what the rules are, how can they stay within the guardrails **حواجز الحماية**? If they have no mechanism to complain about problematic content or about mistaken moderation decisions, how can the content moderation process satisfy the demands of procedural fairness for users?

Disclosure and Transparency

Why transparency is essential?

Disclosure and due process الإفصاح والإجراءات القانونية الواجبة are so intimately linked that user transparency measures often include due process requirements. For instance, often legislation does not merely require platforms to disclose whatever complaint process they happen to have, it also requires platforms to have a **complaint process**. إجراءات الشكوى

Policy makers should explore various transparency measures for digital social media platforms. A balanced and clear legal structure for disclosure هيكلي قانوني متوازن وواضح للإفصاح can help to **restore public trust** استعادة ثقة الجمهور in these platforms and provide assurances that they are operating in the public interest.

Disclosure and Transparency

Why transparency is essential?

Mandated public reports on moderation practices are likely to improve content moderation, just as accounting reporting requirements encourage good corporate financial conduct. When companies know that they will have to issue these detailed assessments, they are more likely to take steps to mitigate problems to reduce the reputational risks that would come with a poor report card.

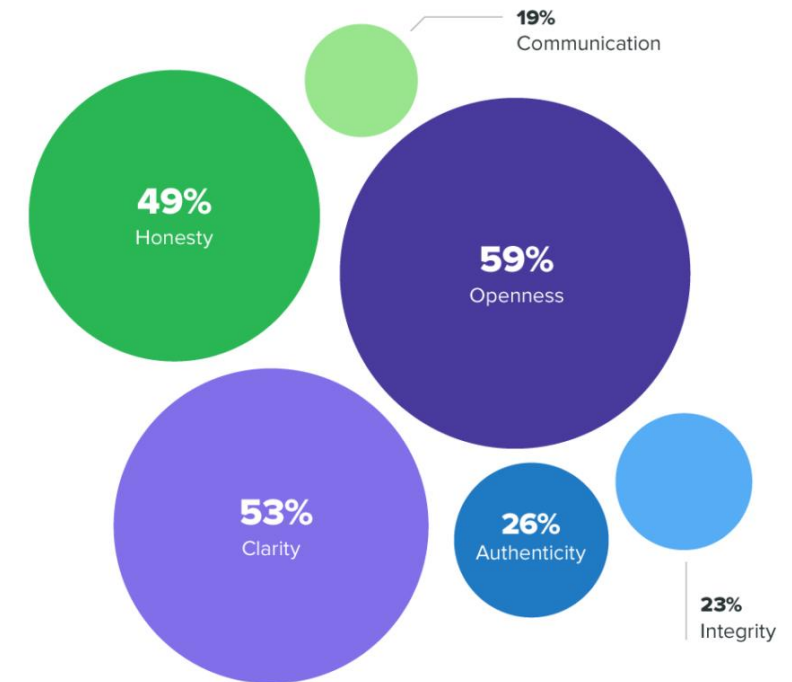
Researcher access to internal company data allows independent outside assessments of company conduct and can indicate areas for improvement that the companies themselves might have missed or tried to cover up in their public reports.

Disclosure and Transparency

The largest number of people say transparency is when businesses are open منفتح (59%), clear واضح (53%) and honest أمين (49%).

These guiding principles give a sense of what consumers are looking for. A study proves no channel is better suited than **social media as communication channel to make good on the interest in more transparency.**

How Consumers Define Transparency



sproutsocial

sproutsocial.com/brandsgotreal

Social Media risks and rewards



Social Media risks and rewards

Social media is a powerful tool that gives organizations the ability to **expand their brand value** توسيع قيمة علامتهم التجارية ; it can also **tarnish a brand** overnight. تشويه العلامة التجارية بين عشية وضحاها

Given the visibility, risk, and real-time monitoring and response required to effectively manage social media channels, companies must establish extensive protocols for use by their organization in order to engage with external channels.



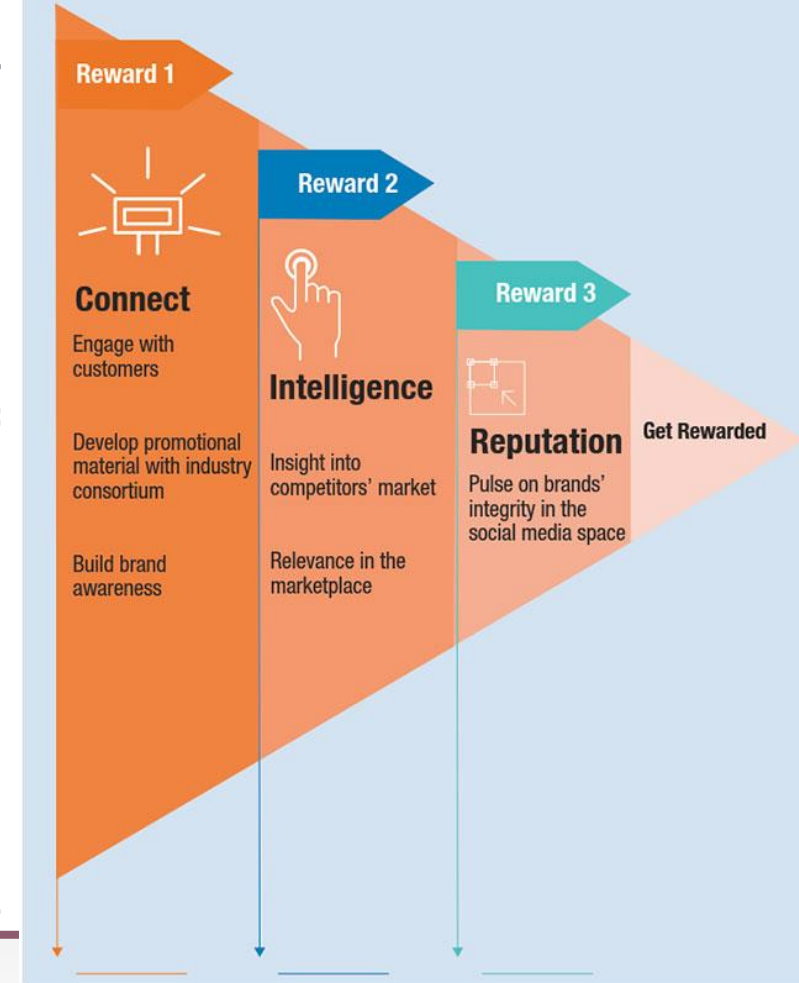
Social Media risks and rewards

Some of the most advanced social media topics and benefits include:

Connecting with customers—The ability to engage with customers is the most critical aspect of social media. Developing a brand and promoting it through various channels of social media can create further brand value and awareness.

Marketing intelligence ذكاء/استخبارات—Social media marketing gives the organization the ability to monitor the brand and listen to what the public is saying in the social media

Figure 1—Organizational Benefits of Social Media



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Social Media risks and rewards

Brand Reputation

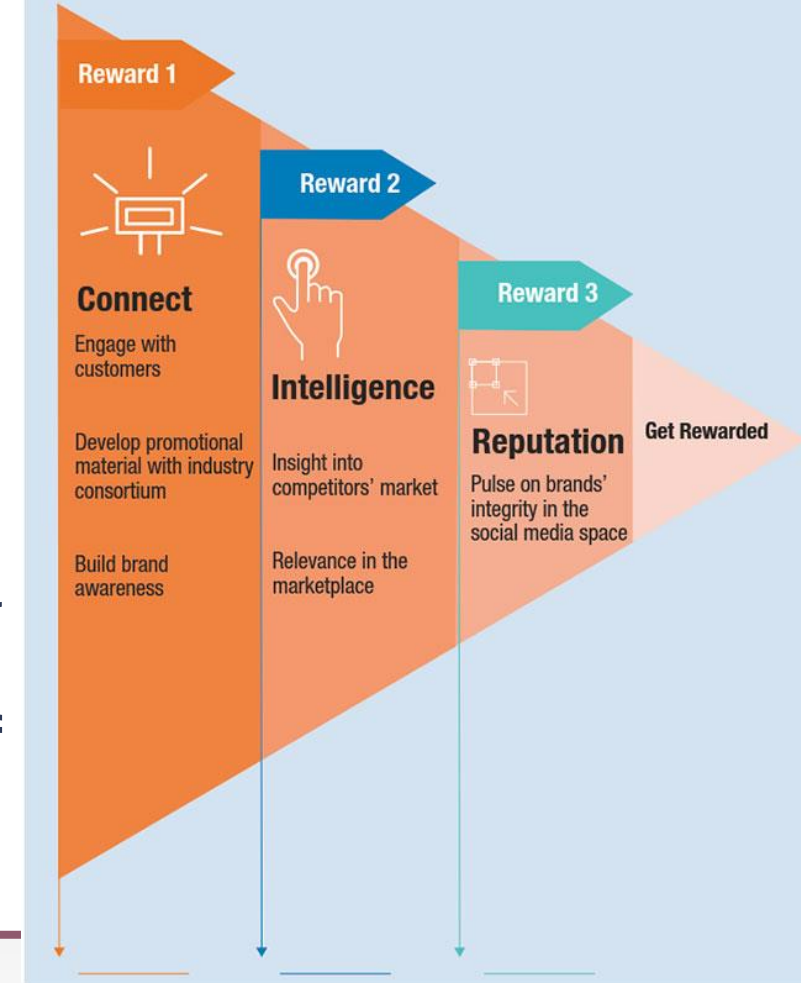
This metric indicates the number of people you have reached with your key message.

The insight is the reward the organization reaps by playing a larger role in social media, which can be invaluable. The organization can enhance its marketing, business development efforts and other valuable venues to further its ability to be competitive.

Pulse on brand reputation—Keeping the pulse of the organization's social media reputation and metrics is critical to staying ahead of the brand's recognition and signs of reputational risk.

Pulse on brand's integrity in the social media space

Figure 1—Organizational Benefits of Social Media

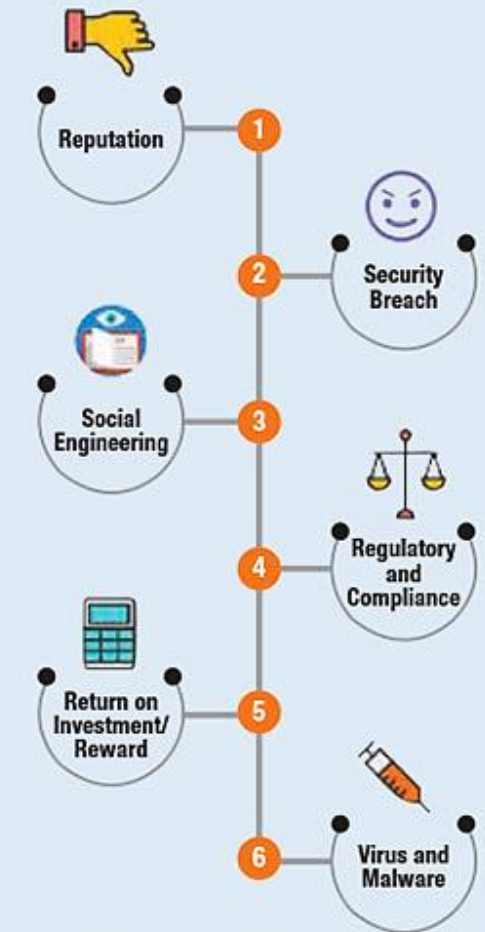


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Social Media risks and rewards

Reputational risk—Damage to an organization's reputation stemming from a social media mishap can bring the organization to its knees, whether it is the chief executive officer (CEO) stating something controversial on his/her Twitter account or an organization-bashing employee video that goes viral. According to a leading publisher, “A reputational crisis can wipe tens of millions of pounds from a company's value, and this risk has increased because the rise of online and social media means crises are now less predictable and can happen faster.”

Figure 2—Risk Factors for Social Media



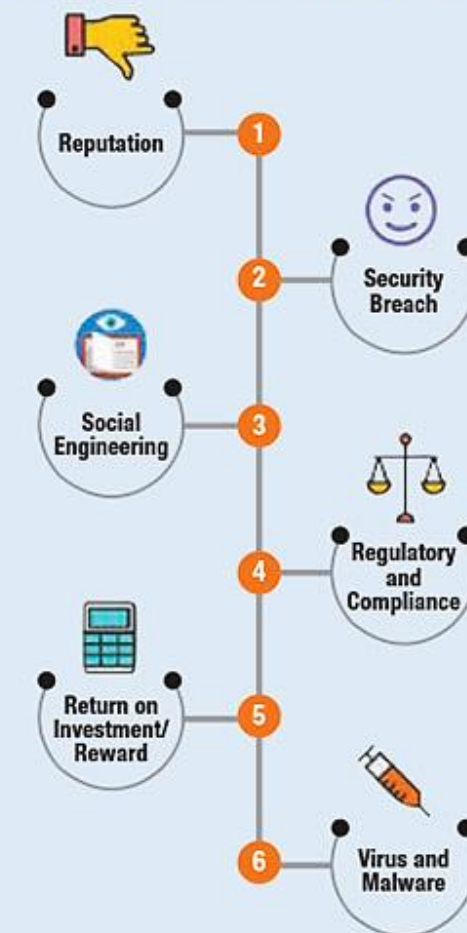
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Social Media risks and rewards

Data security breach — خرق أمن البيانات — According to research from Forrester:

From reconnaissance to brand hijacking and threat coordination, cyber criminals have been using social media to boost the effectiveness of their attacks for years. It's clear that social media risk isn't solely about brand and reputation damage but is a sinister **cybersecurity threat** تهديد الأمن السيبراني that can lead to major data breaches, numerous compliance issues, and large amounts of lost revenue due to fraud and counterfeit sales الغش والبيع المزيف, along with a slew of other risks.

Figure 2—Risk Factors for Social Media

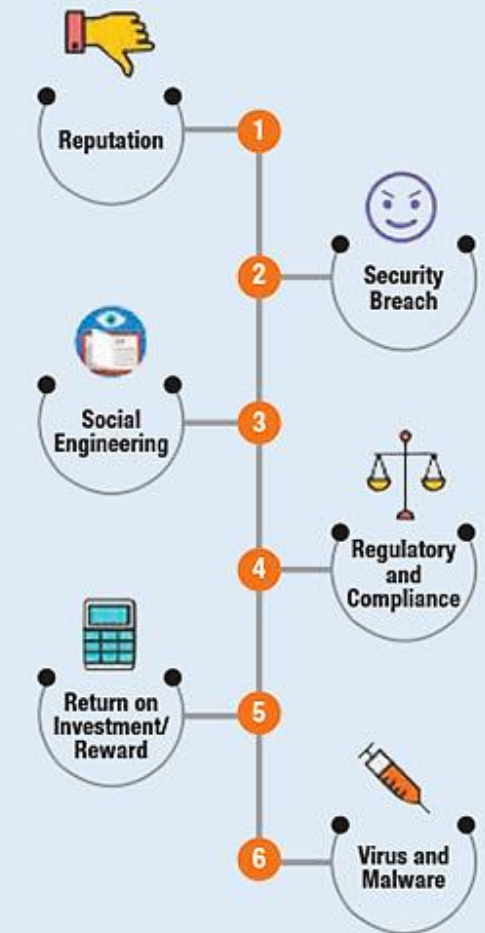


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Social Media risks and rewards

Social engineering—Employees in almost all organizations are savvy, and many have a social media presence on major sites such as Facebook, LinkedIn, Quora and Twitter. Each platform has the potential to provide a hacker several **key data points about employees**, which can enable use of the data to **hack the employee account** at the enterprise layer by spoofing and launching a social engineering attack on the company. Due to the multitude of options **نظرًا لتعدد الخيارات المتاحة** of going through social media accounts with exposed data, attackers can gather these data to further their advances in terms of **اختراق الحسابات** hacking into accounts.

Figure 2—Risk Factors for Social Media



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Social Media risks and rewards

الامتثال أو الانتهاكات الامتثال أو الانتهاكات
التنظيمية—The growing number of privacy changes and regulations globally is impacting how customer data are utilized in the social media space. There are four key areas with which to be concerned:

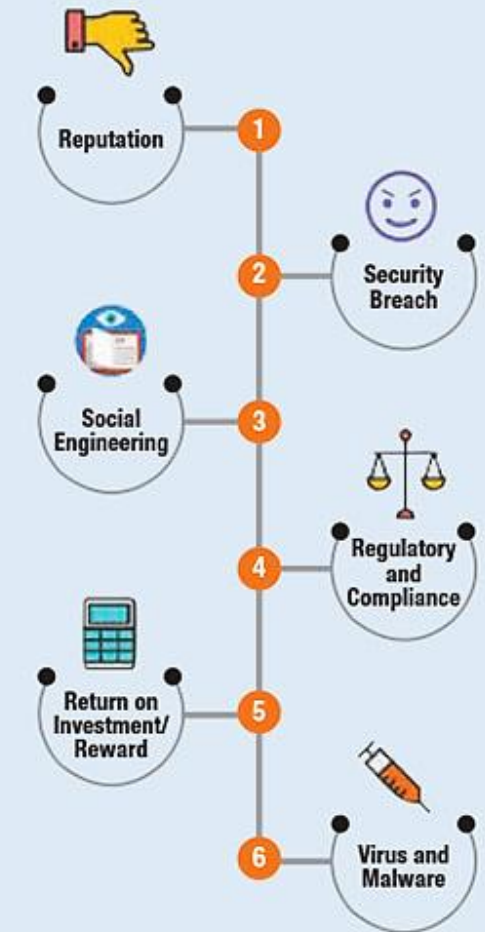
خصوصية Privacy

ملكية المحتوى Content ownership

انتهاك الملكية Intellectual property (IP) infringement
الفكرية

الأنشطة غير المصرح بها Unauthorized activities

Figure 2—Risk Factors for Social Media



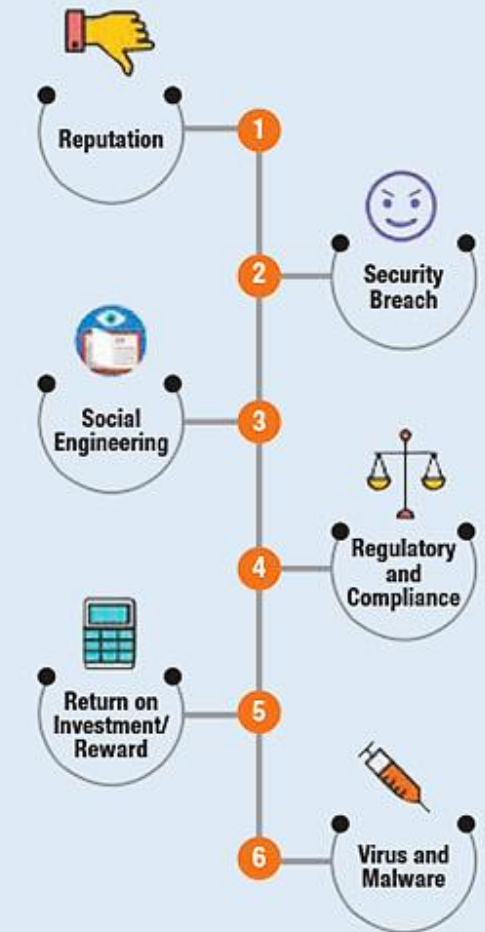
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Social Media risks and rewards

Compliance to changing the regulatory climate الامتثال لتغير المناخ التنظيمي—These regulatory changes require the organization to adapt its strategy if it wishes to comply on a global basis. This approach, while necessary for an organization that uses social media regularly, may result in the organization's increased visibility with authorities.

Some industries may shy away from this situation in light of audits that occur due to being in the social media space so frequently.

Figure 2—Risk Factors for Social Media



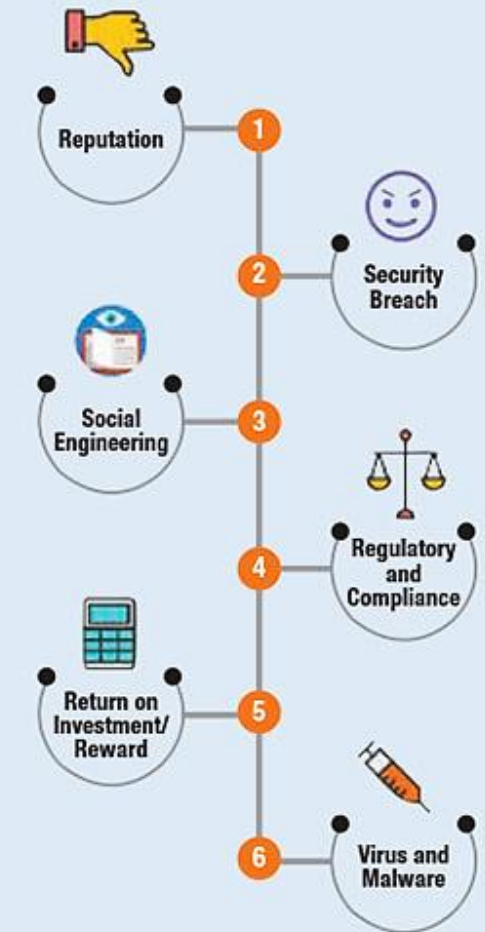
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Social Media risks and rewards

Return on investment—The benefit the organization gains from being present in the social media space is hard to calculate and very subjective ذاتية للغاية. The risk over reward, therefore, cannot be calculated without proper assurance, which leaves the decision to enter the social media space questionable for some industries.

Return on investment (ROI) is a financial ratio used to calculate the benefit an investor will receive in relation to their investment cost.

Figure 2—Risk Factors for Social Media

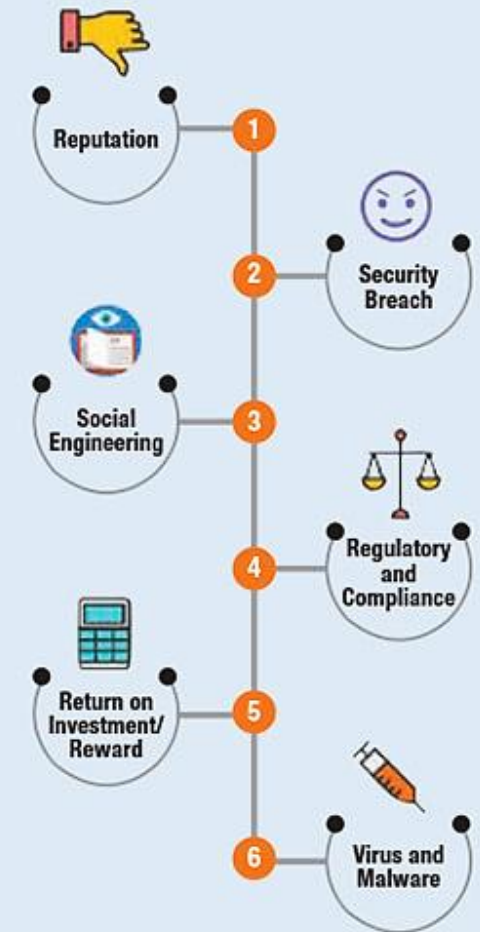


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Social Media risks and rewards

Phishing التصيد —One of the popular techniques used by criminals is to get unknowing individuals to disclose personal information while posing as a fictitious representative of a legitimate professional or company. This, primarily, is the key driver for collecting personal data for financial gain to individuals or organizations. Due to the lack of awareness about the phishing techniques used by hackers, employees fall victim to email, phone call and website phishing schemes, resulting in exposure to enterprise-level risk.

Figure 2—Risk Factors for Social Media

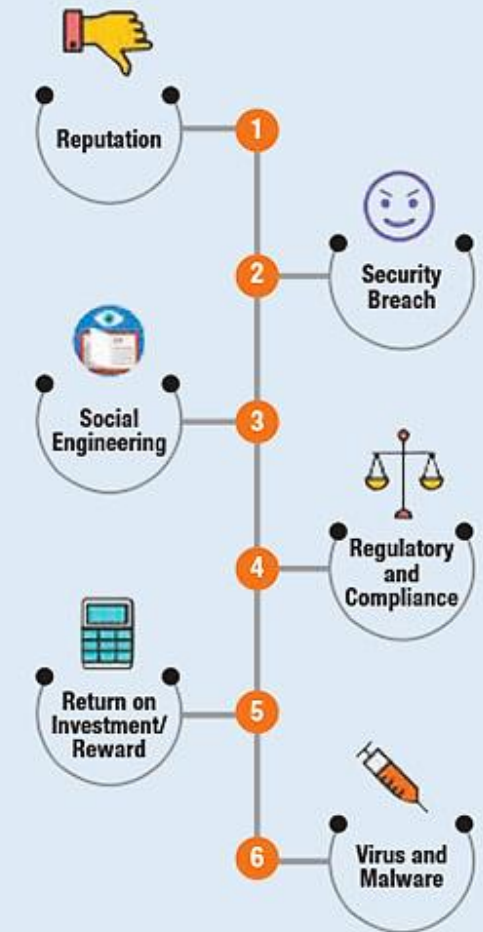


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Social Media risks and rewards

Viruses and malware—Hackers' ability to penetrate the organization's network via unsafe social media websites and accounts opens a new threat vector. On one hand, employees who access social media websites can act as brand ambassadors; on the other hand, their activity may leave an open door for viruses and malware to enter into the network. According to security experts, "A majority of current attacks simply use the social platforms as a delivery mechanism, and have been modeled after the older Koobface malware."

Figure 2—Risk Factors for Social Media



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Lecture Topic

Social Media and Ethics

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

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