SOCIAL MEDIA GUIDELINES & PRINCIPLES

FOR PUBLIC & GOV. ENTITIES

Developing Dubai's Digital Dialogue: Harnessing the Power of Digital Tools for Collaborative Decision-Making

05 Engaging On Social Media

5.1

Be respectful and constructive: When engaging with government entities and fellow citizens on social media, maintain a respectful and constructive tone, avoiding personal attacks, offensive language, or derogatory remarks. Promote a positive atmosphere that fosters open communication and collaboration.

5.2

Adhere to UAE and Dubai's social media laws: Familiarize yourself with the social media laws and regulations in the UAE and Dubai. Ensure your online activities, including posts, comments, and shares, comply with these laws to avoid potential legal consequences.

5.3

Share accurate and verified information: Before sharing news, announcements, or opinions on social media, ensure the information is accurate and comes from a reliable source. Help prevent the spread of misinformation by verifying facts and cross-checking sources.

5.4

Provide feedback and suggestions: Use social media as a channel to communicate your feedback, concerns, or suggestions to government entities. Engage in a respectful and constructive manner, and be prepared to receive responses or engage in further discussion.

5.5

Report inappropriate content: Notify the relevant social media platform or government entity of any content that violates the platform's guidelines, UAE and Dubai's social media laws, or disrupts the conversation. This helps maintain a respectful and constructive environment for all users.

5.6

Encourage and appreciate meaningful contributions: Acknowledge and appreciate the efforts of other participants who provide valuable insights, constructive criticism, or helpful suggestions. Encourage a positive atmosphere by expressing gratitude and promoting thoughtful dialogue.

5.7

Reflect on your engagement: Periodically assess your social media interactions with government entities, considering the quality and relevance of your input. Strive for continuous improvement by learning from your experiences and the feedback of other users.

05 Principles for Social Media

5.1

Content Policy: Develop a content policy outlining acceptable behavior, types of discourse, and guidelines for maintaining a respectful and constructive online environment, taking into consideration the UAE's cultural and religious norms. Clearly communicate this policy to users, ensuring that they understand the rules governing their participation in online discussions.

5.2

Communicate with clarity: Publish moderation policies, procedures, and criteria to ensure users understand the rules governing their participation in online discussions and the consequences of violating these rules.

5.3

Proactive Moderation: Employ trained moderators and automated moderation tools to promptly identify and address violations of content guidelines, preserving the integrity of the online environment.

5.4

Presence on Major and Relevant Social Media Platforms: Maintain an active presence on major and relevant social media platforms, tailoring content and engagement strategies to each platform's unique audience and features.

5.5

Announcements on Initiatives and Projects: Utilize social media platforms to disseminate timely and accurate information on government initiatives and projects, ensuring that the public remains informed and engaged in the decision-making process.

5.6

Continuous Improvement: Regularly review and update social media moderation policies and practices, incorporating user feedback and adapting to the evolving digital landscape.

5.7

Horizon Scanning: Periodically review and update upcoming social media platforms to see if they are a fit in achieving the entity's communication objectives and assist in driving public engagement