

Guidelines and principles for use and operation of **UNLEASH** social media channels





INTRODUCTION

This document details guidelines and principles for the use of UNLEASH's social media channels. Recognizing the expanding reach and growth of UNLEASH social media, it is important to create fertile ground for continuing use of the existing platforms to the benefit of UNLEASH, its talents, sponsors and partners. It is, however, equally important to create specific ground rules for what the platform should and should not be used for, including an overview of what is considered acceptable behavior.

1. About UNLEASH

UNLEASH is a not-for-profit initiative aiming to address the UN Sustainable Development Goals (SDGs) by bringing talents over the age of 18 from across the world together to innovate and collaborate on new solutions to global challenges. Each year leading up to 2030, up to 1,000 selected talents from academia, business, and civil society will gather for an immersive one to two weeks of co-creation and problem-solving.

2. The purpose of UNLEASH's online communication activities

UNLEASH is present online through its own website and profiles on a series of social media profiles. These include Facebook, Twitter, Instagram, and LinkedIn.

UNLEASH's online presence is constantly evolving and seeks to:

- Elevate UNLEASH's brand and further position and build the organization, by creating and pushing insightful content about our programs, event and the broader SDG agenda.
- Profile UNLEASH's community of past, present and future talents; partners; sponsors and VIPs attending our events.
- Build momentum in the lead up to one of UNLEASH's events, including profiling of host cities, key partners, program elements, venues etc.
- Present solutions developed during UNLEASH to an international audience

3. Scope of the Guidelines and Principles

The policy covers all users of UNLEASH social media channels on Facebook, Twitter, Instagram, LinkedIn – and prospective channels that might be acquired.

A user is considered an individual with affiliation with UNLEASH in the form of staff, sponsors, partners, VIPs and talents. However, people not part of the UNLEASH network but somehow leveraging UNLEASH's social media channels, is also considered a user and will be subject to the guidelines in the same way as individuals with an affiliation with UNLEASH.



4. Encouragement of usage

UNLEASH welcomes and constantly seeks to increase traffic, reach and engagement across our platforms. We want to engage with our community, but also reach beyond to engage in meaningful interaction with new individuals, stakeholders, and communities.

Part of UNLEASH's Theory of Change focuses on broadening the knowledge of Global Development and the SDG-agenda, but also encourage innovation and entrepreneurship that can lead to new and viable solutions that can tackle some of the world's most pressing issues. To do so, we want to engage and broaden our reach to meaningfully interact with people and present new narrative, ways of thinking and behaving.

5. Principles and policies for usage

As an association dedicated to elevating the content and insights described above (pt. 4), UNLEASH wishes to build and encourage a free and open dialogue on its platforms. In its essence, all platforms will be free, open and build on principles of a non-censorship approach.

However, as UNLEASH wishes to be entirely dedicated to global development, the SDGs, innovation and new solutions, UNLEASH will not tolerate the following on its platforms:

- Racist behavior or rhetoric
- Sexual content or rhetoric
- Harassment based on a person's ethnicity, race, gender identity, culture, sexual orientation, age, physical appearance, or disability, including any other form of harassment, slurs or similar behavior
- Religious or political agitation, statements or rhetoric

As such, UNLEASH wishes to establish and position an inclusive culture that is non-religious, non-political, and anti-harassment, enabling engagement about its core mission.

Part of doing this relates to UNLEASH's global reach and brand. UNLEASH is for everyone dedicate to making the world a better place. Therefore, engagement with UNLEASH should be free of political and religious statements, as these will limit or exclude certain groups from the community. Ultimately, UNLEASH wants to include, not exclude individuals or groups from engaging.

In case UNLEASH encounters behavior in the form of written statements, pictures, video or the alike, which is not corresponding to our policies, we reserve the right to delete posts and ultimately exclude individuals from our communities.