

▶▶ DiEM25

2020

Social media
Guidelines

Running Social Media Accounts for DiEM25

These guidelines have been created in accordance with DiEM25's Organising Principles. So they apply to all members. They are particularly relevant for PNC, NC and DSC social media coordinators. They clarify what can and what cannot be done in the name of DiEM25 across social media.

responsibly, in line with the principles of our manifesto. That's why we're issuing these social media guidelines.

Why we need guidelines

Since DiEM25 was founded in 2016 we have repeatedly had problems with Facebook and Twitter accounts, supposedly run by DiEM25, not respecting our Organising Principles and our internal democracy.

They posted approval (or disapproval) of certain politicians and parties whom we hadn't voted to endorse/unendorse, in at least one case even called to fundraise for an existing political party, in other cases posted racist content that is clearly against our manifesto. As you can imagine, this is not OK.

According to the Organising Principles, DSC-run/volunteer-run social media accounts must have either the full DSC name in the name or alternatively DiEM25 Volunteers in <city> (or translations thereof).

Social media accounts that represent a whole country, such as (for example) DiEM25 Portugal, may only be administered by the relevant National Collective and DiEM25's Social Media Coordinator. Or, where these don't exist, by people selected by DiEM25's Communications Team. Social media accounts that don't have any geographic indication, such as 'DiEM25 New Deal' or 'People who love DiEM25', may only be administered by DiEM25's Communication Team with the help of other volunteers where desired.

Pan-European movement

As you know, we are quickly growing our presence on social media. Given our pan-European nature, many of our accounts are run by DSC social media coordinators.

We believe that to remain Europe's best alternative to the EU's 'There is no Alternative', we have to maintain a vibrant, consistent presence through social media. But we also need to make sure that we are engaging

Representing DiEM25 on social media

Social media plays a vital role in how we as DiEM25 reach our audience. On social platforms, our DSCs can promote their work, provide real-time updates, harvest and curate information, engage with followers and experiment with new forms of storytelling and voice. DSCs have the ability to promote the alternatives we are proposing to the followers they are generating.

But social media presents potential risks for DiEM25. If DSCs post information on social media that directly contradict the movement's ideas, which they signed up to, then those DSCs are violating the Organising Principles, and most importantly, undermining the credibility of the entire movement.

The importance of DSCs

DSCs hold the key to DiEM25's success. Since we launched our movement, we have always been clear about experimenting with new ways of doing politics by engaging at all levels of society. We are doing this because we now know that party-politics alone will not solve the issues of our time.

Instead, what we are trying to do is mix grassroots activism (horizontality) with more traditional political organising (verticality). Our DSCs provide the backbone of the entire movement. As such, they can contribute immensely to the success of the movement. Let's be clear, without them, DiEM25 would not exist.

DSC Social Media Guidelines

What DSCs CAN do

- Set up social media accounts as long as the DSCs are registered with DiEM25
- Every member of DiEM25 can take part in social media, either in a personal capacity, through a DSC or NC.
- Spread the ideas of DiEM25
- Bring in new members (asking them to register at diem25.org/join)

What DSCs CANNOT do

- Create social media accounts, profiles or initiatives bearing DiEM25's name without prior approval from the CC.
- Engage in activities on social media that raise actual or perceived conflict of interest between DiEM25's core activities and that which they are promoting
- Express political opinions that contradict DiEM25's manifesto.
- Make complaints on social media on behalf of DiEM25.
- Promote ideas that violate the spirit of DiEM25's manifesto or DiEM25's ongoing Campaigns.
- Endorse, unendorse, fundraise for or make fun of any politician or party or its voters, except if it's a stance that DiEM25 has collectively agreed.

Ground rules

No DSC social media account should be in the hands of a single person and no non-DiEMer shall be among the admins.

In the Netherlands, the entire country had to rebuild their online infrastructure because they had elected new coordinators and the old coordinator was upset, left and took everything with them.

In Nuremberg, one of the DSC founders passed away – if he had been the only admin, that would have created huge difficulties for the DSC. If you make a Comms team member or CC member co-admin of your DSC social media, they will not post anything on the page. But they will guarantee that control over the DSC's social media will pass into the hands of whoever the DSC elects, and that posts that do not represent the opinion of the DSC can be removed.

Freedom of speech

Freedom of speech is unaffected by this: there is no rule regarding what you may say as a private individual, from your personal account, only what you can say in the name of DiEM25. (Though if someone wants to endorse Le Pen on his personal account, he/she should reconsider why they joined DiEM25.)

DSCs

DiEM25 is an open, plural political movement. As such, and in line with its cornerstone democratic essence, its local groups (DSCs) are highly autonomous and are only required to adhere to the movement's manifesto and some very basic guidelines. Such an open, free and autonomous model of self-organisation and political action requires a high level of trust among members and activists however.

So, verified membership to DiEM25 (i.e., a free and simple process which takes a few minutes to complete) is fundamental for anyone wishing to actively participate in all our internal activities and decision-making processes, whether on the DSC level or the international level.