SOCIAL MEDIA STANDARDS

ACCOUNTABILITY
If someone identifies your causing offense or harm (however unintended), thank that person for doing so and note what rectifying action will be taken in response. Learn more about the identified issue(s). Adjust your behaviour and/or language in the future.

BREADTH
Tweet and retweet in languages other than English when possible and relevant. Don't shy away from the interdisciplinary nature of book studies. Highlight the incredible diversity across our organisation.

CLARITY
Write in full, clear sentences. Use capitalisation (i.e. 'camel case') in hashtags (e.g. #SHARPiGood rather than #sharpisgood).

DESCRIPTIONS
Alt text all images. Provide audio and visual descriptions for other media forms. Do not repost or like posts requiring such information.

https://www.sharpweb.org/sharpnews
This is primarily an internal document to direct SHARP News' social media engagement. These guidelines are to be reviewed yearly or as necessary to ensure continued suitability. Last reviewed September 2022 (LRH).