

Social Media Policy Document

Chapter 01

Purpose

The aim of issuing this guideline is to foster a healthy social media interaction, especially involving ideas around social, political and other policy issues.

Chapter 02

Who speaks for the Party

- a. **Policy on Official Line**
- b. **Personal opinion**

2.a :: Policy on Official Line

1. .The BJP has list of Twitter accounts associated with the party and its office bearers listed on its website www.bjp.org. Most of these accounts are verified and some are in the process of being verified. All official lines are communicated via the official website and official FB page (www.facebook.com/BJP4india) or Twitter Handle (www.twitter.com/BJP4India) and reiterated by respective spokespersons on social media. The official list of spokespersons can be found on http://www.bjp.org/index.php?option=com_content&view=article&id=170&Itemid=481 . Views on personal discussions and opinions is explained in section 2.b
2. The State Level websites give a list of the official accounts of various state office bearers.

2.b :: Policy on Office Bearers Social Media Activity

1. Office Bearers are encouraged to tweet or put out the party line while fully appreciating the fact that some of them will be giving out personal opinions and / or engaging with other social media users on relevant social issues. As a thumb rule, views taken in conversations by office bearers on social media websites should not be taken as official view unless it is also being stated via the official channels.
2. Following or engaging with users on social media does not necessarily imply endorsement or encouragement of any of their activities, either in the past or in future.
3. Office Bearers are be expected to be "model" social media citizens so that their passionate followers are influenced by example on appropriate Social Media conduct.

Chapter 03

Policy on Affiliates

1. The BJP broadly recognises three levels of affiliation with the party.
 - A. BJP Office Bearers
 - B. BJP Party Members
 - C. BJP Supporters
2. BJP office bearers will be asked to actively declare their respective affiliations on social media platforms. Office bearers are mandated to follow the social media guidelines of the party.
3. The party realises that it has a vast support base on social media from ordinary BJP members and supporters. The party encourages members to also state their respective status.
4. It is not possible for the party to verify each individual members and supporter and therefore in any way take responsibility for their behaviour. The party however, does encourage its members to follow the Dos and Don'ts (listed in Chapter 04).
5. The party also realises that a large number of people are sympathetic to BJP ideology without necessarily supporting every BJP policy. The party encourages such social media activists to also follow the Dos and Don'ts.

Chapter 04

Dos & Don'ts

1. Party respects the opinions of individuals and their constitutionally provided freedom to express those opinions.
2. Party also appreciates the fact that there are many individuals who are passionate about the Party and its Leadership.
3. Those who wish to claim affiliation with the Party must be mindful that their social media conduct reflects on the Party's image, hence their conduct in Social Media must exemplify the values the Party stands for.
4. Healthy debate on various issues is encouraged as it promotes understanding of various nuances and complexities of the respective issues. However, debate should ideally not become a ruse to unnecessarily tag people and / or result in behaviour which can be construed as cyber bullying.
5. The Party cannot condone behaviour on Social Media that is abusive and behaviour that is in violation of the law.

Chapter 05

Feedback and Review

1. From time to time the Party in the interest of protecting its Social Media presence will review the conduct of those who claim to be affiliated with the party.
2. Those managing the Social Media Presence of BJP related social media sites or Office Bearers themselves would be periodically briefed on various "Handles" so they are not seen to be endorsing individuals with a record of undesirable "social media" behaviour.
3. **This Policy will be reviewed from time to time to be compliant with relevant Laws. The latest version of the Policy can be found a <http://www.bjp.org/social>**