



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. #SHARPIsGood rather than #sharpiisgood).

DESCRIPTIONS

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