

Community Do's and Don'ts

We want this platform to support all that is great in environmental campaigning. But we do have some basic rules, and sometimes we'll have to take down or alter actions & groups that cross the line.

Do

- **Speak out on environmental issues.** We can help support you to campaign on the environment, but we aren't equipped to help you campaign on other topics. For those, try change.org or other online tools.
- **Choose the right decision maker** who can give you what you want. A decision maker may be a particular person, group, or company, who has the direct ability to fix your problem.
- **Promote your campaigns.** Mobilise your friends, family, and community by sharing your petition to raise awareness. It's your responsibility to make sure people see your actions & events.
- **Be open** to disagreement and listen to other people's opinions. Change happens when people with different backgrounds and perspectives can participate in a conversation.
- **Maintain party political impartiality.** Political impartiality is vital for effective campaigning. Allies for environmental justice come from all sides of the political spectrum, and maintaining impartiality in the way we communicate about environmental issues means we can speak out with integrity when decision-makers do the right thing, and when they don't. If you want to learn more [read our briefing on why political impartiality is the right thing to do](#).
- **Update** your supporters with developments. Keep them posted on the highs and lows of your campaign and suggest ways they can take further action online and offline to stay involved.
- **Check your facts.** Stating something as fact? Make sure you have a source to hand, and are confident in the findings. We can't check everything that you put up, so it's up to you – and you are personally responsible for ensuring it is correct.
- **Respect copyright.** Please do not use images/text/video without the owner's permission (this includes Friends of the Earth as in some cases we do not have permission to allow you to use them).
- **Report problems.** There will be bugs, and we want to squash them. But we can't do it without your help.
- **Stay safe.** Be careful what personal details you share with others in public or in private. We want everyone to feel safe and secure when using our online

public spaces. If someone does something you find upsetting, please mention this to an adult you trust - or email us at actionnetwork@foe.co.uk

Don't

- **Imply that Friends of the Earth directly supports or set up your campaign.**
We want to enable your campaigns on this platform, but we can't directly support them all.
- **Bully decision makers & supporters.** You can be influential and respectful at the same time, which builds trust and understanding. When working to persuade decision makers and other users, focus on people's actions rather than their personal characteristics.
- **Use this as your only online presence.** Right now we're testing what works, and we may not provide the service forever. So for the moment, keep your website, keep your other tools, and use this as a test for your campaign.
- **Use hate speech, impersonate others, spam, violate privacy or break the law**

These guidelines will continue to evolve and we may change them at any time to help make our community safer & stronger. We'll let you know if that happens, and give you the chance to leave the platform if you don't agree to any changes.

If you see any actions/communications that don't follow these guidelines please report it to actionnetwork@foe.co.uk.