



# PAKISTAN TEHREEK-E-INSAF

## CENTRAL MEDIA CELL (KARACHI)

4<sup>th</sup> January, 2013

### PTI Social Media (Code of Conduct)

Pakistan Tehreek-e-Insaf (PTI) is dedicated to bringing about a positive & constructive change in Pakistan and urges all its supporters to embrace the core values of the party which revolve around Justice, Humanity & Self-Esteem. PTI believes that a stable democratic society is pluralistic in nature with wide ranging ideas and opinions. We respect others' point of views but consider our ideology best suited to reform the social, economic and political culture in Pakistan.

PTI is a pioneer in using technology in political arena of Pakistan and encourages its supporters to actively communicate through these mediums to spread the message to a wider audience and help the party win a majority mandate in the upcoming elections.

These guidelines cover all social media platforms including but not limited to, Facebook, Twitter, Youtube, Insaf.pk, blogs, forums and other websites where Pakistan Tehreek-e-Insaf (PTI) is being actively discussed. This Code of Conduct is for PTI supporters and members who interact in the social media. The social media administrators and officials abide to far stricter discipline and administration protocols.

Online abuse constitutes the use of foul language, personal or racial attacks and discourteous remarks. In this digital era it is impossible for a political party to technologically stop or prohibit people from making abusive or derogatory remarks in the social mediums. However, those who claim to be PTI supporters, or are our members and those who are our office bearers should show an increasing sense of responsibility and courtesy in the social mediums when they express their opinion. For a vibrant democracy it is essential that PTI encourages a courteous exchange of dialogue and discussion among all people on the social media. PTI supporters and members who interact on the social media must take the following oath.

#### **Our Core Values and Oath:**

1. We act in the best interest of PTI and value its reputation.
2. We act with honesty and integrity.
3. We treat others with respect and dignity.
4. We give due respect to senior members of the party and to party office bearers.
5. We identify conflicts and manage them responsibly and refrain from airing such differences in the public, PTI values the right of expression for every person but hope conflicts and disagreements are amicably sorted out with dignity and courtesy.
6. We expect all PTI supporters to use their real names online. Fake accounts will not be accepted as they raise questions about the credibility of the supporter and may become detrimental to the party.
7. Pakistan Tehreek-e-Insaf (PTI) strictly prohibits using of disrespectful and abusive language. If abusive content is reported PTI reserves the right to take disciplinary action against the offender.
8. It is in the best interest of the Pakistan to have an open and independent media that transparently questions the decisions and functioning of government and political parties. PTI supporters will respect media personnel. At times the point of view expressed by the columnists, anchors and journalists may be against the party, in which case PTI supporters will present counter arguments with dignity, respect and courtesy taking strong care not to abuse or attack media personnel in any way whatsoever.
9. We respect and maintain privacy and confidentiality.
10. We shall comply and abide by this Code of Conduct and PTI's directives and policies.

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## **ABUSE MONITORING CELL AND DISCIPLINARY ACTION.**

In an effort to monitor and implement this Social Media Code of Conduct we need discipline, and help of all our teams in creating a dynamic political organization that is truly representative of Pakistani culture and civilization. PTI has constituted a **social media abuse monitoring cell**.

1. All PTI supporters on Twitter will publicly declare their acceptance to the PTI Social Media Code of Conduct by the following tweet **"I hereby pledge to adhere to the PTI Social Media Code of Conduct - @PTIOfficial"**
2. Admins of PTIOfficial will verify the authenticity of the account and after verification will list the person in a PTI Supporters twitter list on at - <http://twitter.com/PTIOfficial/pti-supporters>
3. If any person is found violating the PTI Social media code of conduct - please immediately report to [abuse.control@insaf.pk](mailto:abuse.control@insaf.pk)
4. If possible the hyperlink of the abuser/abusive content (or hyperlink of the uploaded screen capture) should be sent also.
5. The Abuse Control Team will first conduct a preliminary investigation to be completed within three days asking for detailed clarification from the abuser and the reporter.
6. If a violation has taken place the Abuse Control Team will take disciplinary action against the abuser.
7. Depending on degree of violation, action may include:
  - a. An initial warning to the abuser where he/she may be requested to issue a public apology on the same medium on which the offence was carried out.
  - b. Blocking of the offender from PTI Official Facebook pages & PTI Official Twitter account.
  - c. Official rejection of the said comment.
  - d. Removal of the person from the PTI supporters twitter list.
  - e. Reporting of the banned twitter user via Twitter account @PTIAbuseControl & listing of this individual in the Banned list maintained at <http://twitter.com/PTIAbuseControl/banned>.
  - f. Suspension from the membership of PTI if the person is a member of PTI in which case the matter shall be referred to the Secretary General's office.
  - g. On a repeat violation much stronger action will be taken. The Abusive person will be reported on all mediums and it shall be announced that the person has no association and linkage with Pakistan Tehreek-e-Insaf.
8. PTI Leaders on Twitter - <http://twitter.com/PTIOfficial/pti-leaders>
9. PTI Social Media Team on Twitter - <http://twitter.com/PTIOfficial/pti-social-media-team>.