



We don't have a choice on whether we do social media, the question is how well we do it.

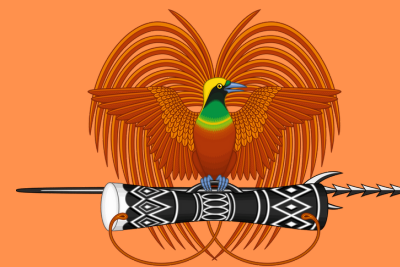
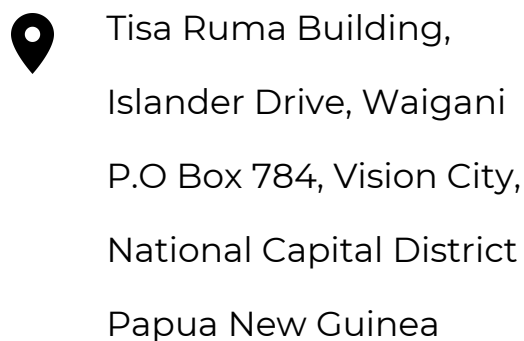
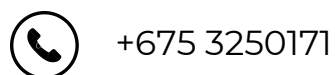
**Erik Qualman**

## To find out more

Check out our social media



Or contact us at



PNG Department of Information and Communication Technology

# Social Media Standards



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In social media, people interact with one another by creating, sharing, and exchanging ideas through online groups and networks. A few examples of social media platforms are Facebook, Twitter, YouTube, Instagram, blogs, forums, and more.

Social media standards refers to the specifications, recommendations, guidelines and best practices that can be used consistently to ensure the appropriate use of social media as well as to make informed decisions about interactions that take place on all social media platforms.

Social media standards are very important as it gives government organizations the appropriate direction to operate their social media accounts safely and it also aids the public in receiving correct government information.

Some very important concepts discussed in the social media standards are defined below.

## Misinformation



False information that is disseminated, regardless of intent to mislead.

## Disinformation



Intentionally false or biased information; manipulated narrative or facts; propaganda.

## Fake News



Information that is purposefully crafted, sensational, emotionally charged, misleading, or completely fabricated in the style of mainstream news

# Social Media Management Desk

The NEC Decision 100/2021 gives the Social Media Management Desk the authority to monitor, assess, and manage the transmission of information. Any material submitted by a person or on a page that falls into one of the two categories, such as;

- I. Misinformation
- II. Disinformation

Any fake account, post or comment classified as the above will be removed from the social media site and the offender will be dealt. The cybercrime act shall be applied appropriately in dealing with the offender.