

# SOCIAL MEDIA DATA AND PUBLICISING YOUR EVENT

The **Organiser's Activity Book** is a series of activities to help you explore when, where and how personal information is created and shared, what alternatives there are and how to balance the benefits and risks for you and the people you work with. At the end you have the opportunity to make **Your Data Policy**, a context specific data policy for your events.

In this chapter you will discover:

- How information can be pieced together from social media to tell a story about your event**
- The risks of the social media archive**
- How to create a social media policy for an event**
- How to limit the risks associated with taking photos at your event**

# WHAT SOCIAL MEDIA CAN REVEAL

What we post on social media can reveal more than we think, especially when it can be connected to other information. Think like an investigator: you know three people, who all work in different organisations, attended an event each - but you don't know which. Use the posts on the right to match the name of each participant with their organisation, and to which event they attended. Use the following table to help you solve the puzzle by crossing boxes with the information you can take from the posts to the side. Then use the information you have to fill in the blanks.

		Event			Affiliated Organisation		
		Local event	International event	Regional skillshare	Tactical Tech	Freelancer	Large NGO
Participant	@danny+5						
	@shiel\$v						
	@jjjf^n						
Affiliated Organisation	Tactical Tech						
	Freelancer						
	Large NGO						

**@shiel\$v** so excited to be attending the international event this year!

**@jjjf^n** so sad not to be attending regional skillshare this year, learnt so much last year

**International Event:**  
Excited to announce we will be having Tactical Tech at our event this year!

**Local Event:**  
Really glad to have so many freelancers coming this year - we will have a great opportunity to discuss our theme: shrinking economy



Once you're done think about how you post about speakers, participants, and topics at events you organise and attend. Do you tag others? How much about them do you give away?

Answers: @danny+5, from a large NGO, is going to the regional skillshare; @shiel\$v from Tactical Tech is going to the international event; @jjjf^n, freelancer, is going to the local event.

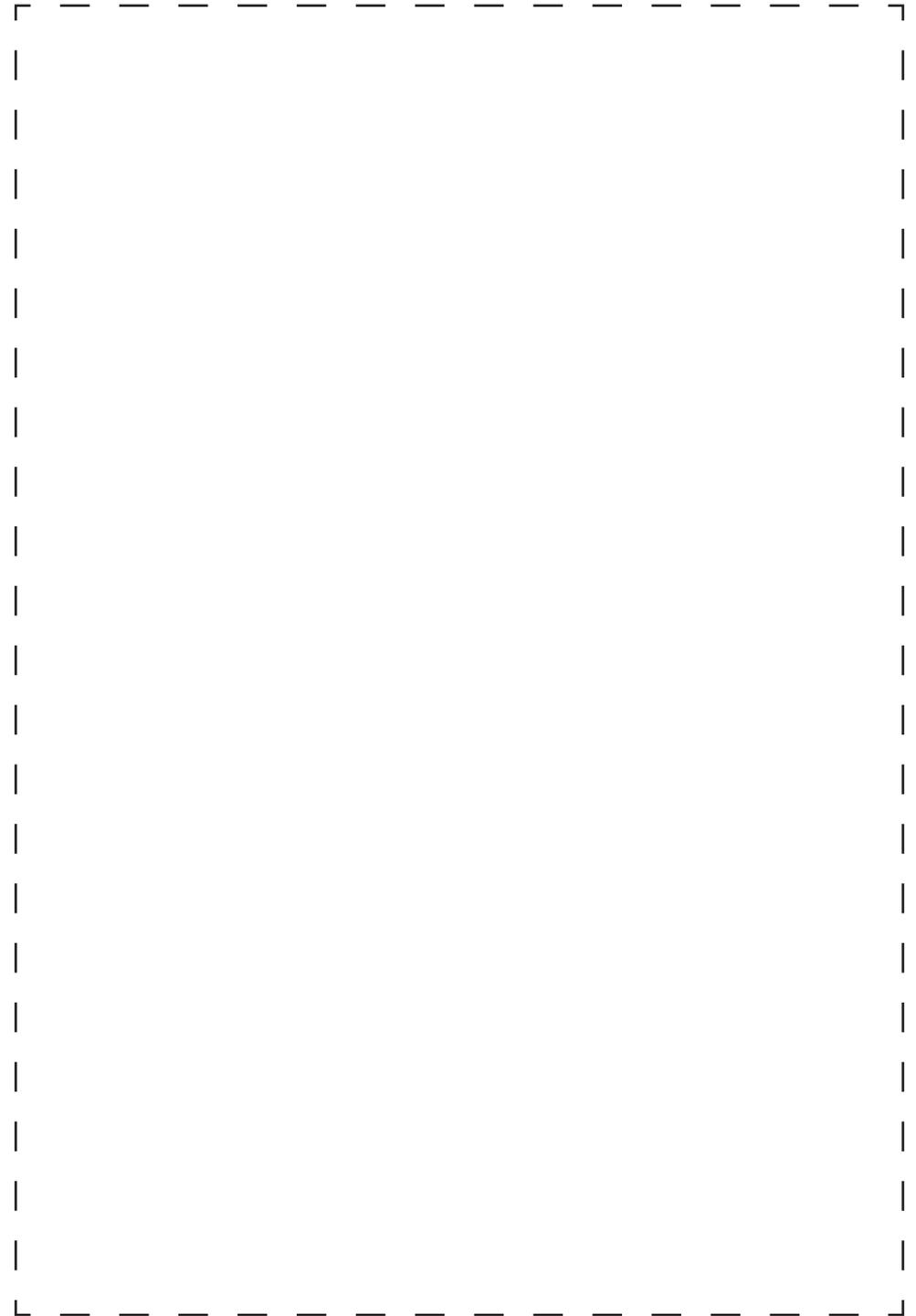
# WHAT SOCIAL MEDIA CAN REVEAL

**Social media can be a great way to promote an event, for participants to connect with each other, and to add an extra layer of conversation. Social media platforms can collect data for their own purposes from posts and platforms, and save this data for a long time. If the conversation is happening in public spaces such as Twitter, or public Facebook pages, other people can also track this conversation.**

Look up the hashtag(s) of a previous event **you organized or demonstration you attended (if you haven't organized any event, yet, use an event you attended or a large scale one you have been interested in attending in the past)**. Think like an investigator - write down everything you can learn on this page. Write tweets you see here, connecting hashtags, names or organisations that stand out, and anything about the topics and views discussed. You can draw a network of all connections you discover, make a collage of different headlines, or write a mini investigation report. - whatever you feel like.

Once you're done review everything you learnt about the participants, the topics discussed, speakers, or anything else. Was it what you expected to see? Did you learn anything unexpected?

When creating Your Data Policy at the end of this chapter, how can you protect participants - would you encourage them to share less? Can you use other software to achieve the same results of connecting participants? Can you keep identifying information out of public promotion posts? Remember there are different risks and benefits from everyone, which you will need to evaluate for yourself.



# TIME TRAVEL

**Take a look at the activity** What Social Media Can Reveal, one of your own recent tweets, or a tweet of an organisation you know. Travel to the future for a moment, and imagine what might have changed - have your adversaries gained new power, are new technologies making it possible to identify people from existing documentation more easily? Write down what could happen and what you could do preventatively to minimise harm in the future.

IN 5 YEARS...

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Who will have control over the information saved on social media platforms: companies, citizens, government or another entity?

IN 10 YEARS...

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What technology will still be used and what will be new?

Who will be elected at the time? What will be the politics?

IN 100 YEARS...

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# CREATE YOUR EVENT SOCIAL MEDIA POLICY

**The use of social media can have different benefits and risks for different people. As an organiser you cannot always know what everyone's risks are, and sometimes it is best just to ask! Creating a collaborative social media policy which you agree by consensus for your event at the start can not only make sure everyone can express their different benefits and risks, but also make sure everyone knows the policy from the start. If the event is small, everyone can be involved, if the event is large, you may want to have a smaller group work on the social media together. Follow the steps here for any group consensus, with features for the social media policy - you can use for any other aspects of your data policy too.**

START HERE

Step 1

Introduce and clarify the issue(s) to be decided

What social media might the participants and organisers use? How? Why?

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Step 2

Explore the issue and look for ideas:  
 - gather thoughts and reactions, issues and concerns  
 - collect ideas for solutions  
 - create debate spaces where necessary

Are there different rules for the organisers and for participants? Do some participants want to remain anonymous? Are there certain sessions that should be kept private and others to promote?

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Step 3

Can you find a way to allow different participants to take different routes? Are there methods to allow people to sign up to anonymity? Are there ways to signal if a session is under Chatham House Rules\*?

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Step 4

Discuss, clarify, and amend your proposal:  
 Make a space and time for questions and amendments

Does everyone have any questions or see any gaps?  
 Are any social media platforms you might have missed?

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Step 5

Test for agreement:  
 - blocks (fundamental disagreements)  
 - stand aside (I don't agree but I won't stop the group)  
 - agreement (I support the proposal)

Most of the time people look for no blocks and fewest stand asides, you may choose a different set up for how you make the final decision

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Step 6

Implement your decisions:  
 Where do you display the policy? How do you alert people who arrive later to the policy? Do you have signs you can put up to show which sessions are no social media zones?

# PHOTO METADATA

**To prevent sharing more information with potential adversaries than you would like to, make sure to check the metadata of photos or screenshots you take at an event before you share them. The following instructions are a guide and may differ for your device.**

## How to edit or delete photo metadata:

On Windows: in the "details" tab, click on Remove Properties and Personal Information -> "remove the following properties from this file", select specific properties or click "select all" and click "OK"

On a Mac: in OS X you'll have to resort to third-party software (e.g. ImageOptim) if you want to completely strip the metadata out of your photos. You can remove the location data from photos in Preview. Open your photo, select Tools > Show Inspector or press Command+I on your keyboard. Then, click the "GPS" tab, and "Remove Location Info" at the bottom.

On Linux (with the command line tool):

```
# remove all metadata of a image file
exiftool -all= -overwrite_original photo.jpg
# remove all metadata of all *jpg files in current dir
exiftool -all= -overwrite_original -ext jpg .
# remove metadata for all *jpg files in current dir and subdirs
exiftool -all= -r -overwrite_original -ext jpg .
```

On Android: You will need a third-party app e.g. Photo Metadata Remover Before you install a third-party app, first check your Camera app's settings to see if you can disable EXIF data generation. Some camera apps may only let you disable location inclusion, while others may not allow you to disable EXIF data at all.

On iPhone: e.g. with the app Metapho this app requires an in-app purchase to unlock the ability to remove photo metadata, though.

## How to check photo metadata:

On Windows: right-click a picture file, select "Properties," and then click the "Details" tab in the properties window

On a Mac: right-click the image file (or Control+click it), and select "Get Info."

On Linux (in the command line tool):

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# install exiftool:
sudo apt-cache install libimage-exiftool-perl
# show metadata of a image file:
exiftool myPhoto.jpg
# show metadata for all *jpg files in current dir:
exiftool -ext jpg
# show metadata for all *jpg files in current dir and subdirs:
exiftool -r -ext jpg .
```

On Android: Open the picture and tap on Menu located at the top right corner of the screen (it's the three horizontal dots). From the menu, tap on "Details" to see all metadata

On iPhone: To access the metadata of your iPhone pictures, you will need a third-party app, e.g. Exif Metadata

**How to turn off location or the camera app's permission to access location** (so the geolocation won't make its way into the photo's metadata to begin with):

On Android: settings -> apps -> settings wheel icon -> "app permissions" -> "location" -> disable for your camera app

On iPhone: open your settings and tap the "Privacy" controls -> "Location Services" -> turn off all location services with the toggle, or tap "camera" -> allow location access: never

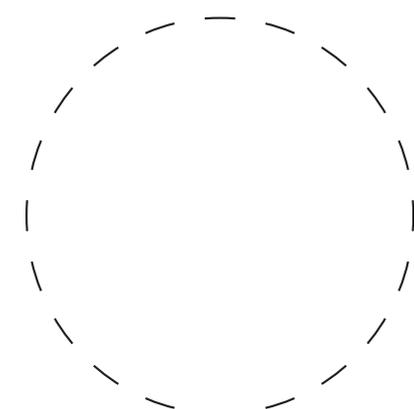
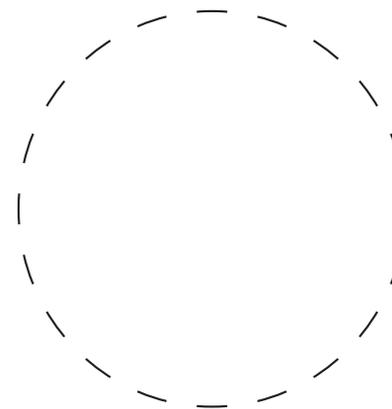
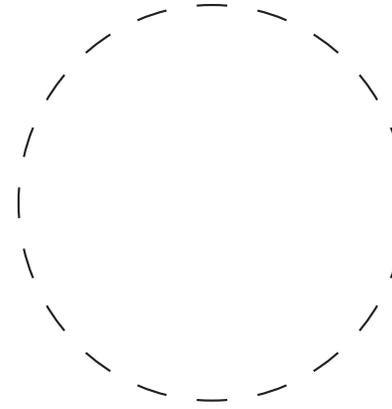
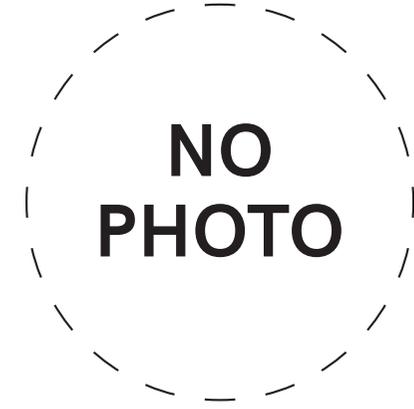
# 'NO PHOTO' BADGES OR STICKERS...

... can be an easy and helpful way to respect people's privacy choices. Organisers and other participants may want to take photos during events for various reasons such as publicity, memories, and evaluation reports. However, some people may not wish to be photographed.

Online meetings also come with risks of people taking screen shots or recording the meeting - consider how you might use the following methods online, and record them in Your Data Policy.

There are different tools you can use to help protect people's privacy:

- Stickers which say whether someone is happy to be photographed or not
- Different coloured lanyards for those who not want to be photographed
- Ribbons for those who are happy to be photographed
- A "no photos" policy unless people have signed consent
- Provide the photographer has a list of names and faces of those who can (or cannot) be photographed





# YOUR DATA POLICY

**Now that you've completed** Social Media and Publicising Your Event **you can begin to create your own data policy. You can keep** Your Data Policy **on hand for your own reference and to share with attendees and partners so they can make their own risk assessments. To start making your data policy, answer the questions in the boxes. Don't worry about covering everything straight away, just add anything you can think of from big to small.**

*1: Write a list of all the data you might collect such as: participant names, participant travel data, participant dietary requirements, the speakers' details, financial details.*

*2: Write a list of everyone you share need to share it with such as: partners, cloud providers, funders, other participants*

**You might want to create a new box for each individual bit of data from question 1. From here, ask yourself what risks are involved with everyone who you choose to share it with. This can dictate what software you choose to use, what you decide is not worth the risk, as well as what data you might decide not to gather. Note the risks involved with any you choose to work with.**

*3: For the data you decide to keep, when will you delete the data? If it is shared with someone else, when will they delete the data?*



Once you're done, look back at the last exercise, **Space for Your Inner Critic** and **Inner Cheerleader**, and identify any gaps in your knowledge that you want to address. Then head to the rest of the chapters, which all have their own data policy section, at <https://ourdataourselves.tacticaltech.org/projects/data-and-activism>.

**1** What personal data do you need?

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**2** Who will you share the personal data with?  
Who else can access the data?

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**3** When will the personal data be deleted?  
When will those listed in 2 delete the data?

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