



Guidelines: GUE Social Media and Community Channels

The most important function of any GUE community is to establish a sense of collective support and mutual fairness. GUE Community and/or GUE-branded pages should strive to be informative and provide value for all members. In most cases, the local community will drive content and interaction, although all GUE-affiliated groups also represent the global GUE community. No community or community member is truly isolated, as the actions by one member impact the entire community and influence the global perception of GUE and GUE divers.

Problematic Content

- Content that risks damage to GUE and regional/global members
 - Personal attacks, crude language, hate speech, bullying, or public complaints about internal or external instructors, agencies, or operators.
 - Advice that risks potentially harmful outcomes (e.g., advice for aggressive decompression or diving practice, legal advice)
 - Articles from non-reputable sources (e.g., unconfirmed “research”) or promotion of goods, services, or other content not generally considered useful for GUE divers.
- Content that risks abuse of community property
 - Does the post benefit ONLY the individual or does it generally support the community? For example, regular posting of classes and frequent promotion of personal social media accounts/blogs/individual events.
 - Occasional posts that bring personal value may be appropriate if not abusive (e.g., empty spaces in a near-term class, events organized by a member but open to the community).

Useful and Supportive Content

- Articles, Pictures, Events, Activities and Discussions
 - Informative articles published by GUE or its partners (e.g., InDepth, DAN)
 - Action and scenic pictures with permission from and credit to the photographer, including appropriate @photographer tagging.
 - Events with community value (e.g., meetings at dive spots, community events, community practice sessions, environmental cleanups, dive fairs, demo days with community support, GUE-related dive trips).
 - Discussion topics often take many forms but should not be intended to accrue personal value in an unreasonable manner.