

The purpose and guidelines for Friends of Landbirds Action Plan (FLAP)

Introduction

During the 10th Conference of Parties (CoP) of Convention of the Conservation of Migratory Species of Wild Animals (CMS), the African-Eurasian Migratory Landbirds Action Plan (AEMLAP) was developed to improve the conservation status of Migratory Landbirds in the African Eurasian region.

As one of the means of promoting implementation of the AEMLAP, “Friends of Landbirds Action Plan” (FLAP) has been constituted to disseminate information about migratory landbirds. FLAP is an online community made up of interested parties including the general public, local communities groups, institutions, and decision makers from different nations along the Africa – Eurasia flyway.

FLAP is aiming to improve public awareness and understanding about migratory landbirds and their conservation status.

FLAP will be using three online communication platforms all consolidated in the Birdlife Africa website - <http://www.birdlife.org/africa/friends-landbirds-action-plan-flap>. These include Facebook, Twitter and WhatsApp. The purpose of this document is to provide a general guide to FLAP members to ensure that there is effective communication among them.

Guidelines

Having one big group of people from different backgrounds with the same aim of conserving migratory landbirds meeting in one online communication platform, will have a positive outcome in conserving these birds and their habitats. Information will be shared from different constituents of people including the general public (some doing citizen science projects such as reporting their bird sighting records for use in developing bird atlases), research scientists who will share their findings and recommendations from their research projects, governments sharing policies put in

place for the conservation of migratory landbirds, and interested institutions/organizations working with communities in conservation of habitats and species.

The detailed information shared among FLAP will help them to understand the status of certain migratory species, threats they are facing and what can or is being put to action to conserve these birds.

The following are FLAP's guidelines.

1. ***Respect your audience*** – FLAP will have members from different background and different nations. All members are encouraged to respect other members' opinions
2. ***Respect copyright laws*** – Members should cite all source materials properly to avoid plagiarism.
3. ***The use of abbreviations*** – All members should avoid the use of abbreviations because not all members would understand what they mean. This can easily lead to misunderstanding and miscommunication.
4. ***Do not overuse emoticons*** – Members are advised to avoid too much use of emoticons as their use varies from country to country.
5. ***Use brief and clear language*** – Short and clear information is encouraged. This would encourage many members to be engaged in discussions.
6. ***Do not impersonate someone*** – Being dishonest about your true identity is not encouraged. Someone may post fallacious information while impersonating a member.
7. ***Anything you publish must be true and not misleading***
8. ***Do not advertise your products or services if they are not involved in conservation of migratory landbirds***
9. ***Do not post political content*** – “Leave politics to politicians”. People have different political views which may not be in line with others, this would bring conflict between members.
10. ***Quality discussions***
11. ***Use of capital letters*** – Members are advised not to use capital letters as it is considered as SHOUTING when having an online communication.