



Conscious Influence Hub Code of Conduct

Be mindful of your impact.

Your influence can have a direct impact on the brands and organizations you are collaborating with, as well as on your community. Social media is a tool for many to stay informed and find communities where they feel they belong. Leading thousands of followers therefore comes with great responsibility.

You are a role model for empathy and respect.

We all want to be part of a community where no one is discriminated against and where we treat each other with consideration. As an influencer, you can inspire your fellow peers to show empathy and respect. The way you shape your communication and your channel serves as an example for others.

You deal with sensitive issues in a particularly responsible way.

Be aware that your words can have a powerful effect and hurt other people, even if you don't mean to. Therefore, speak respectfully about topics such as religion, sexual orientation and gender identity, or ethnic and national affiliations.

Sexism is on your radar.

Sexism is widespread online and offline - especially towards women. Therefore, shape your content in a way that respects all people in their individual lives.

Stay factual and check your sources.

Credibility is your greatest asset. When you post or comment, stay factual and be critical of your sources. If you are not sure, wait and ask someone whose opinion you trust or contact the author.



You take responsibility for your misjudgments.

All people make mistakes. However, how you deal with a misjudgement makes all the difference. If you have misjudged something or if content you have shared or produced turns out to be untrue, you show backbone and correct it.

You are honest and transparent.

You are transparent with your community and make paid posts clearly recognisable on all your channels. You vouch with your name for the fact that you have won over your community in an honest way.

You are aware of your responsibility towards children and young people.

Be aware that there may be children and young people among your followers. Your posts can have a strong impact on young people because they are impressionable and often have little critical distance from social media.

You respect the privacy of others.

Before posting pictures and content of other people, make sure you have their permission. If you include children in your feed, you have a special responsibility because you are making decisions in their place. Children also have the right to privacy and to their own image.

You respect the rules of the analogue world online.

The rules of the analogue world also apply in the digital world. And what is punishable offline is also punishable in social media. In other words, your online activities have an impact on real life.

