



The World Business Angels Investment Forum
An affiliated partner of the G20 Global Partnership for Financial Inclusion (GPII)

Communication Policies – WBAF WhatsApp Groups

Effective from 1 June 2021

Reasoning:

The WBAF administration has decided to regulate the WhatsApp groups so that the groups can operate as they were intended and that everyone can benefit from shared learning, better networks, knowledge exchange and increased exposure. The WBAF administration has therefore set up a task force to develop principles and norms of the communication process in WhatsApp groups. The task force comprised 3 representatives from 3 different committees.

Current WhatsApp Groups:

There are currently 13 WBAF WhatsApp groups. Most probably you are a member of at least one of them (the maximum is three).

- Senators Group
- International Partners Group
- Global Startup Committee Group
- Global Women Leaders Committee Group
- Global Science, Technology and Innovation Committee Group
- Ethical Governance, Standards of Excellence and Quality Leadership Committee Group
- Europe Week Country Chairs Group
- Asia Week Country Chairs Group
- Africa Week Country Chairs Group
- Latin America Week Country Chairs Group
- North America Country Chairs Group
- MENA Country Chairs Group
- Caribbean Country Chairs Group
- WBAF Business School Faculty Members
- Global Mentors

*If you are a member of a WhatsApp group that was opened as an individual initiative of one of our members (for example, country-specific groups, region-specific groups, special interest groups, etc.), please note that these WhatsApp groups are not WBAF-operated or sanctioned. WBAF WhatsApp group policies therefore do not apply to such groups.

Why do we operate WhatsApp groups?

WBAF WhatsApp groups have five main goals: (1) shared learning, (2) better networking, (3) knowledge exchange, (4) faster communication, and (5) increased exposure.

How do we categorise messages?

We identify three main message streams for the groups: (1) business stream (2) social stream (3) internal stream.

Business Stream

This stream is for messages relevant to one of the following keywords: (1) angel investment (2) startups (3) SMEs (4) entrepreneurship (5) digital inclusion (6) finance (7) innovation (8) financial inclusion (9) gender equality (10) ethics (11) corporate governance (12) leadership (13) private equity (14) banking (15) wealth management (16) emerging technologies (17) smart cities (18) co-investment funds (19) family offices (20) public – private partnerships (21) crowdfunding (22) stock exchanges.

Social Stream:

Please do not post social messages in the groups. Only the WBAF Administration will post social messages related to the following issues: (1) the celebration of global important days and (2) any important message which may be of interest and relevant to group members.

Internal Stream:

Only authorized community members are allowed to share internal communication.

Main Rules:

There are five main rules for WBAF WhatsApp groups: (1) Please do not give feedback in the group to any kind of business, social or internal message. You may DM the relevant person/s instead. (2) Please do not market or promote any product, service, idea, or event. (3) Please do not share information about your personal activities. Use your own social media to promote your personal activities such as delivering a speech at an event, etc. (4) Please do not invite any group member to participate in an event as a moderator, speaker, panellist, jury member, etc. via the group. You may DM them instead. [Kindly note that WBAF is not a speaker agency.] (5) Please state your name and your country when you share a post in the group.

Double Messaging:

There are two kinds of WhatsApp messaging at WBAF: (1) WhatsApp Groups (2) WhatsApp Broadcasting. In case you do not want to see previous sharings from a WhatsApp group or direct messages, you can block the Direct Messaging feature to stop it.

If you have a doubt about your sharing...

If you are not sure whether information you want to share is in line with the policies of the WBAF group or not, please check with Christina Mc Gimpsey before you post it: Christina.McGimpsey@wbaforum.org

Consequences for non-adherence to the rules:

Any group member who fails to respect to these policies will be removed from the group after discussing the issue with him/her.

Acknowledgements

WBAF is grateful to the task force for their effort and contributions to the development of this policy. They are (in alphabetical order according to first name): Aleksandar Mastilovic, WBAF Senator Bosnia and Herzegovina of the Global Science, Technology and Innovation Committee; Deborah Walliser, WBAF Senator Namibia of the Global Women Leaders Committee; and Yolanda Mabuto, WBAF International Partner South Africa of the Global Startup Committee.

