

Social Media



Do's and Don'ts

- ✓ Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of us as an organisation. If you make a mistake in a contribution, be prompt in admitting and correcting it.
- ✓ Read and comply with the social media platform's terms of use.

Please consider:

- You are personally responsible for content you publish into social media tools - be aware that what you publish will be public for many years.
- Others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion.

× Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.

× Any member of staff who feels that they have been harassed or bullied, or are offended by material posted or uploaded by a colleague onto a social media website should inform their line manager who will contact either the Communications Manager or the Information Governance department.

× Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with your line manager. Advice can be sought from the Communications Manager or Information Governance Department.

× Do not upload, post or forward any content belonging to a third party unless you have that third party's consent.

× It is acceptable to quote a small excerpt from an article. However, if you think an excerpt is too big, it probably is. Quote accurately, include references and when in doubt, link, don't copy.

× Do not post, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.

× Before you include a link to a third party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.

× Don't escalate heated discussions. Try to be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations. Always aim to get sensitive personal situations off line. Never contribute to a discussion if you are angry or upset, return to it later when you can contribute in a calm and rational manner.

× If you feel even slightly uneasy about something you are about to publish, then you shouldn't do it. If in doubt, always discuss it with a member of the Web Development Group first.

× Avoid publishing your contact details where they can be assessed and used widely by people you did not intend to see them, and never publish anyone else's contact details.