



SOCIAL MEDIA ACCEPTABLE USE POLICY STATEMENT

DOCUMENT VERSION CONTROL

| Date | Author | Version | Status | Reason for Change |
|----------|---------|---------|--------|-----------------------------|
| Feb 2017 | SEStran | 1.0 | FINAL | Policy Adopted |
| Oct 2017 | SEStran | 1.1 | FINAL | Adoption of version control |

Social Media Acceptable Use Policy Statement

Our standards for conduct on social media

SEStran has a small number of social media profiles (Twitter and LinkedIn). Most social networks or sites and microblogs have their own rules and guidelines, which we will always follow. We reserve the right to remove any contributions that break these rules.

Be civil, tasteful and relevant.

Do not post messages that are unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive.

Do not swear. (Either in full or part obscured by symbols)

Do not post content copied from elsewhere, for which you do not own the copyright.

Do not post the same message, or very similar messages, more than once, also called "spamming".

Do not "troll" any users of a network e.g. posting inflammatory or inappropriate messages or comments on (the internet, especially a message board) for the purpose of upsetting other users and provoking a response.

Do not publicise your, or anyone else's, personal information, such as contact details.

Do not advertise products or services [other than those with a clear connection to the advancement of the Regional Transport Strategy].

Do not impersonate someone else.

Complaints

If you have a concern about something posted on a page that SEStran is responsible for, you should contact Reception@sestran.gov.uk

SEStran approach to connections on social media

There is no fixed approach on who SEStran will have in its network, but as a guide, the connections may include the profiles of the following

- SEStran Board members commenting on matters of interest
- public, private and voluntary sector partner organisations
- community organisations and campaigning groups
- media and journalists
- any other commentators or opinion formers that SEStran may want to follow.

Endorsement

SEStran does not endorse any individual or organisation merely by virtue of creating a social media connection, regardless of the terms used by social media providers such as 'follow' 'share' or 'like'.

Removal

Once connected, SEStran will not remove a profile from its network unless there is some over-riding reason to do so; for example, because it poses a significant and material risk to SEStran's reputation and credibility.

Contacting us via social media

Our responses to replies, comments and direct messages depend on the individual service. Even if we do not reply, we are listening and will act on or pass on your comments as appropriate. In most cases, it will be better to contact us directly.

Our social media platforms are not intended to be used by the media or politicians to contact us. You should contact SEStran directly.

Review

This document will be reviewed annually by SEStran.