

Attachment 5.6 – Use of Social Media

1. Introduction

"Social media" is the term commonly given to websites and online tools that allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. As the name implies, social media involves the building of communities or networks, encouraging participation and engagement.

2. Principles

These principles apply to your online participation and sets out the standards of behaviour expected of the Operating Company:

- (i) Be professional, remember that you are an ambassador for your organisation and the Scottish Government. Wherever possible, disclose your position within the Operating Company.
- (ii) Be responsible, be honest at all times and when you gain insight, share it with the Director where appropriate.
- (iii) Be credible, accurate, fair and thorough.
- (iv) Always remember that participation online results in your comments being permanently available and open to being republished in other media.
- (v) Never give out personal details like home address and phone numbers.
- (vi) Stay within the legal framework and be aware that defamation, copyright and data protection laws apply.

See Figure 5.8.1 – Process for Replying through Social Media.

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