

## **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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