



## Use of Social Media

### Good practice suggestions for production companies working for S4C

#### Considerations that underpin the good practice:

- Social media sites provide networks for the dissemination of information – by individuals, organisations, groups or companies.
- The most popular social media sites are currently Twitter, Facebook, (blogs, wikis) and LinkedIn – but these could vary with time, with new sites becoming popular and currently popular sites disappearing.
- All statements on such sites (including repeating or retweeting) are a 'publication' which is similar in terms of status to statements in a newspaper. By making such a statement, it would be fair for people to quote what is being said, attributing it to the person saying it.
- It is possible to make it clear on such sites that their comments are personal and do not represent the views of others (the organisation, employer etc). But such a declaration does not mean that statements by those working on S4C programmes will not reflect on S4C as an organisation.

#### Guidelines:

S4C does not seek to restrict personal use of social media sites by those who are working on S4C programmes. But when making use of social media sites whether in a professional or personal/social capacity, people working on S4C programmes are expected to refrain from making statements that are detrimental to the public image of S4C, its programmes or its services. This is particularly relevant to the faces of the channel including presenters, actors, reporters, interviewers and commentators who appear regularly on S4C.

The following points of good practice are recommended in order to provide safeguards so that those working on S4C programmes do not jeopardise S4C's reputation through their actions on social media sites.

- Where the social media account is a personal one:
  - You should avoid giving the impression that you are communicating on behalf of S4C. For example, S4C should not be included in the user name or account name, e.g. @johnjones is fine but @johnjonesS4C would NOT be acceptable. Nevertheless, it should be accepted that taking this action won't necessarily prevent the nature of the comments from reflecting on S4C;
  - You should avoid sharing confidential information about your work on behalf of S4C in statements;
  - You should avoid making comments that are unfavourable or negative to the programmes and/or services with which you are involved on behalf of S4C.
- When using the official account of an S4C programme, as well as the below, you should:
  - comply with any brand guidelines and relevant marketing strategy that have been agreed with S4C;
  - ensure that all messages are appropriate for the programme's target audience;

- ensure that the account is not used to support or promote any product or brand that is not owned by S4C or to support or promote a political cause;
- make arrangements to close or manage the account in the long term; and
- comply with any relevant obligations under the Data Protection Act 1998.
- Generally, when using personal accounts or the official account of an S4C programme:
  - You should avoid saying anything on social media sites that you would be unwilling to state publicly on television or in a newspaper.
  - You should not make any comments that are racist, which cause harassment on the grounds of sex, disability or religion, which are libellous, which amount to bullying or which cause offence etc.
  - You should not share any confidential information including the personal information of any individual or confidential details of the programme/your business.
  - You should not breach any third party copyright for example when copying photos, music or video.
  - You should not mislead the public, act in an unlawful manner or promote any unlawful act.
  - In accordance with the S4C Programme Guidelines please bear in mind that faces and editorial personnel (as defined in the S4C Programme Guidelines) are required to notify S4C before taking part in political activities. Comments on social media during elections or by-elections could be classed as such activity.
  - You should not behave in an aggressive manner towards individuals particularly when discussing S4C content and/or activities. You should respond to any criticism in a measured way.
  - You should consult S4C before responding to any complaint about a programme.
  - If you have tweeted or made a comment, and are then unsure as to whether it was appropriate to make and believe that it could impact on S4C, this should be brought to your manager's attention as soon as possible, even if the comment has been deleted. Whether to bring the circumstance to the attention of the Communications Department is a matter for the manager.
  - Simply, if you are unsure as to the suitability of what you are about to tweet or publish, do not publish it.
- It should be noted that if you do not comply with the above guidelines:
  - S4C or your employer could request that you delete what you have published and/or apologise for any comment that breaches the guidelines; and/or
  - it is possible that your employer could take appropriate action under the terms of your contract of employment.

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