

Social Media Policy

(update due October 2021)

Introduction

There are many benefits to using social media. Alongside other communications it can help the OHANAMINDS to communicate with the community in the places they already are; to consult and engage; and be more transparent and accountable. This document describes how and why OHANAMINDS will establish and manage a corporate social media presence across various social media platforms.

Objectives

- ▲ Raise public awareness of information rights and promote good practice in data handling across all organisations
- ▲ Extend reach of existing corporate messages by building relationships with relevant audiences, including stakeholders, and key influencers such as journalists and bloggers
- ▲ Provide additional channels for audiences to interact with OHANAMINDS, provide feedback, seek help and suggest ways we can improve our service
- ▲ Monitor online mentions of OHANAMINDS, the Information Commissioner and flagship policy initiatives, engaging with our critics and key influencers to resolve problems/dissatisfaction
- ▲ Leverage existing OHANAMINDS web content such as news releases, blogs and statements, encouraging traffic to www.ICO.org.uk or other ICO maintained social media channels
- ▲ Act as a communication channel to use if other channels become unavailable, and as a medium for crisis communications.

Content principles

- ▲ Social media posts will be clear and use language accessible and suitable for the platform on which they appear
- ▲ Updates will be timely, addressing current topics of interest and contributing to the public discussion on information rights
- ▲ Updates will be informative to both organisations and members of the public, promoting guidance and advice with links to the OHANAMINDS website
- ▲ In keeping with the knowledge-sharing culture of social media, OHANAMINDS will pursue opportunities to signpost relevant content elsewhere
- ▲ Where possible and appropriate, OHANAMINDS will post media such as photos or videos.

Impartiality

In order to remain an effective independent public body, it is important that OHANAMINDS remains impartial in all respects. This will be a consideration in the management of all social media channels.

- ▲ Depending on the platform, OHANAMINDS may connect with or follow other professionally relevant parties via social networks. This should not be viewed as an endorsement of any kind – political, commercial, or otherwise
- ▲ For purposes of engagement, openness and sharing relevant information, OHANAMINDS may repost the communications of other parties. This should not be viewed as an endorsement of the other party
- ▲ When posting messages to microblogging sites such as Twitter, the OHANAMINDS may use hashtags (#) to improve search visibility. These hashtags should be viewed in context of the message and wider discussion and are not an endorsement of any persons, products or services mentioned therein
- ▲ During the pre-election period of purdah, the OHANAMINDS will be particularly sensitive to the release of any updates that could potentially affect political bias. This may lead to a decline in social media activity during this period

Engaging and responding

- ▲ OHANAMINDS will not to respond to all comments posted on its various social media platforms. However, OHANAMINDS will always aim to provide a response in the following circumstances
 - ▲ There is an opportunity to raise public awareness of information rights or influence the information rights practices of organisation
 - ▲ When maintaining or protecting the reputation of OHANAMINDS
 - ▲ When addressing the topic or theme of multiple comments
- ▲ Social media accounts will be monitored weekday, evenings and weekends by our designated social media manager

Operation of social media accounts

- ▲ All social media posts must be first cleared by our social media manager at OHANAMINDS
- ▲ The views expressed by OHANAMINDS staff members on personal social media accounts should not be interpreted as those of the OHANAMINDS. Opinions expressed on personal social media accounts should be clearly indicated as such
- ▲ OHANAMINDS asks its staff to be mindful when using social media, particularly when commenting on contentious issues, and reminds all staff of its code of conduct.

Social media platforms and resources

The following is a list of the social media platforms in use by OHANAMINDS,
Twitter, Facebook, LinkedIn, YouTube, Instagram,

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Amended by: Ben Bonfield

Signed: *Ben Johnson*

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Approved by: Michaela Johnson

Signed: *Michaela Johnson*