**CSSC Social media Guidelines**

**Information about Controlled Schools’ Support Council’s (CSSC) social media guidelines.**

We are committed to protecting and respecting your privacy. By using our social media channels, you agree to our social media guidelines.

CSSC’s presence on social media is managed by Marketing, Research and Communication (MRC) team on behalf of CSSC. Only MRC employees and staff agreed by Senior Management Team (SMT) or those under temporary paid or unpaid contract to CSSC for this function, such as work experience students, are authorised to update social media pages representing CSSC.

Tweets and other posts on social media will include alerts about the following:

1. new content published on the website
2. marketing campaigns
3. invitations to input to consultations
4. CSSC consultation responses
5. Promotion of CSSC enewsletter
6. marketing campaigns
7. CSSC initiatives/programmes
8. CSSC events
9. any other issues CSSC considers appropriate.

 **CSSC’s responsibilities**

CSSC is responsible for ensuring that posts on its social media pages are neutral in tone and do not promote the personal views of employees.

CSSC is not responsible for content posted by CSSC employees on their personal social media pages or to any other social media pages.

CSSC is not responsible for content posted on, or otherwise directed to, its social media pages by private citizens.

**Accountability**

CSSC does not investigate any complaints or comments received via social media. Complaints and comments should be submitted to info@csscni.org.uk

**Terms of Use**

CSSC has taken all reasonable steps to ensure that the information on display on its website and social media sites such as Twitter, Facebook and Linkedin is accurate and correct at the time of writing, as such it is subject to change without notice.

However, CSSC makes no representations or warranties about the accuracy or completeness of the information published by it on its website or any social media site. CSSC does not accept any responsibility or liability for any loss or claim arising directly or indirectly from visiting the site or from any error or inaccuracy in the information displayed.

From time to time the CSSC website and/or social media sites may also include links to other websites. These links do not signify that CSSC endorses the site(s). CSSC has no responsibility for the content of the linked site(s).

 **Following CSSC on social media**

If you follow CSSC on social media, we do not automatically follow back. CSSC will use hashtags and mention other social media accounts where appropriate. Being followed, using hashtags, or mentioning other accounts does not imply endorsement of any kind.

CSSC will retweet, like and share where we think it is useful or interesting but, again, this is not an endorsement. We will update and monitor our social media accounts during normal office hours, Monday to Friday. Our social media accounts may occasionally be unavailable, and we accept no responsibility for our lack of service due to any downtime. When making announcements, we will communicate first via social media when we think that this is the right approach.

We welcome feedback, ideas and engagement and will try to join the conversation where possible, and where it is right to do so. Where we can, we will point you to additional information already in the public domain.

We are not able to reply individually to all messages we receive via social media. Emerging themes or helpful suggestions may be passed on to colleagues in CSSC.

When you ‘like’, ‘share’ or ‘comment’ on one of our posts, you should be aware that this will be publicly available. We may use your contact information/usernames to respond to messages/comments you send to us. If you post publicly on social media, we may share/retweet your post with our followers. Usernames of our followers are publicly available on our social media channels.

We may also receive information about you from third parties such as other social media users if they mention you, tag you or share a photo of you. When we upload content to social media we may also tag, share photos and content.

We may use analytics or third parties to analyse our social media channels for trends, insights and engagement.

You may unsubscribe/unfollow us at any stage.

**Acceptable Use Policy**

We expect our users to offer us the same level of courtesy that we offer them, so we have a short set of 'house rules':

• all users must comply with the social media platform’s Terms of Use as well as these house rules

• you are wholly responsible for any content you post, including content that you choose to share

• we will remove, in whole or in part, or ignore posts that we feel are inappropriate

• we will report and seek to remove any social media profiles that are set up using CSSC imagery without permission

We will remove, block, ban and, if necessary, report users to the associated social media platform who direct messages at us which we believe:

• bully, harass or intimidate any individual or organisation

• are unlawful, libellous, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented, sectarian in nature or racially offensive

• are deceptive or misleading

• infringe or violate someone else's rights

• is illegal, threatening, or promotes illegal activities

• discloses personal details of the user or another user

• violate any intellectual property rights

• discuss ongoing legal proceedings

• defames or personally targets any CSSC employee

• are spam (persistent negative and/ or abusive tweeting in which the aim is to provoke a response)

• advertise products or services

• are irrelevant or off-topic

• are disruptive

• are repetitive.

We will also remove, block, report or ban any user who:

• encourages others to post such messages

• uses offensive images as their profile picture

• has an offensive username.

Threats or details of illegal activities or behaviour will be reported to the police.

We do not engage in party politics.

Social media accounts are not a point of contact for media enquiries, which should be directed to the MRC team in the first instance by contacting Head of Marketing, Research and Communication arlene.mcphillips@csscni.org.uk or Marketing and Communication Officer colleen.murray@csscni.org.uk

We do, however, reserve the right to comment on inaccurate coverage or comment.

We reserve the right to modify or change these conditions at any time.

[The usual way of contacting the CSSC for official correspondence can be found on our website.](https://www.csscni.org.uk/contact)

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