Non-protected

Social media guidelines





**1. Purpose of Social Media**Social media is a very powerful communications tool which can be used for highlighting what we do, sharing the work of our partners, celebrating Scottish sporting success, talking directly to athletes and is one of the few ways we communicate directly with the general public.

**2. Be responsible for what you write**We encourage our staff to use social media, both personally and professionally, however that freedom of expression does have consequences. Be responsible for what you write. Never represent yourself or your organisation in a false or misleading way.

**4. Consider your audience and exercise good judgement**Remember that followers may include athletes, partners, colleagues, politicians and journalists.

Refrain from comments that can be interpreted as slurs, demeaning, or inflammatory

Before hitting publish, consider how it will reflect on both you, and your organisation

**5. Respect copyrights**

Always give people proper credit for their work and make sure you have the right to use something you publish.

This includes any work you undertake for or with **sport**scotland. We have a really strong following on our social media networks and it’s a great platform to showcase the work that you are doing. Please pass on photos and links and we can share on your behalf – crediting you for the work of course!

**6. Protect confidential and proprietary information**There are some areas of our work, particularly in high performance, that are time sensitive or confidential. We know our projects are exciting but we don’t want to give away our competitive advantage!

**7. Keep disagreements appropriate and polite**Don't antagonize, patronise, get defensive or personal, or abruptly stop the conversation. If an issue has escalated online, contact your line manager or the communications team immediately.

**8. Use a disclaimer**If you publish content online relevant to your organisation in your personal capacity use a disclaimer such as this: “Opinions expressed are solely my own and do not express the views or opinions of my employer."

However, remember that this disclaimer has no legal basis and does not mean you can post free of consequence.

**9. If in doubt**The key is to remember that all the laws, policies and social rules that apply in real life also apply on the internet.

Take a minute and consider if you would make the same comment face to face with yoursenior management team or board. If the answer is no, then don’t post it!