

Withdrawn

This publication is withdrawn.
The publication is no longer current.

Work Choice Live Running Memo 61

To: Work Choice Providers

From: Julie Williams

Copy:

Jo Salloumis, Head of Work Programme and Disability Programmes Policy

Denise Evans, Disability Employment Provision Policy Team Leader

Chris Whitley, Work Choice Provision Policy Manager

John Tiplady, Head of Specialist Provision Work Programmes Division

Barbara Hume, Work Choice Supplier Manager

Work Choice Senior Performance Managers and Performance Managers

Mark Staley, Commercial Disability Category Lead

David Grimstone, Senior Category Manager Commercial Directorate

Avril Montgomery, Specialist Disability Employment Programmes Team Leader
(Strategy)

Stuart Edwards, Access to Work Strategy Lead

Karen Camplin, Labour Market & Work Services Business Partner

Angela Hargreaves, PPVT Team Leader

Jane McLuckie-Townsend, Provider Assurance Team Leader

Memo serial Number: LR 61

Date: 14 December 2017

Subject: Use of Social Media

Action: To note

Timing: Immediate

Information

A number of concerns have recently been highlighted around Prime Providers tracking customers using Social Media.

This Live Running Memo is to confirm DWP's position in this respect.

Use of Social Media

When referring to Social Media we refer to the set of online technologies used to share opinions and experiences. Social Media for the purpose of this LRM includes, but is not limited to, the following platforms:

- Social networks like Facebook and LinkedIn which allow the user to connect (via profiles, groups) with other people of similar interests
- Microblogs like Twitter which allow the user to provide short updates, follow users that they are interested in and build up a network of followers

- Media sharing – allows users to upload, share and comment on various media such as pictures and video. YouTube and Flickr are two good examples of media sharing
- Blogs and Forums – allow online conversations by posting messages and comments. Examples: Wordpress and Tumblr
- Wikis – allow users to work collaboratively and add, modify or delete content to a shared website. Wikipedia is a good example of a wiki.

Action

As a Prime Provider you must ensure that neither you nor any of your Staff, or any of your supply chain, use official DWP, individual, professional, their own personal or any Social Media account on any Social Media platform to access, research, obtain or use any information about Customers.

Furthermore you, as Prime Provider, must ensure that all of the provisions of [DWP Provider Guidance: Chapter 8: Information Security](#) including (without limitation) paragraphs 38 and 39 regarding the Use of Social Media are strictly adhered to.

We remind you that paragraph 39 clearly states that the use of Social Media to track Customers is forbidden.

Further Information and Contact Details

If you have any queries about this Live Running Memo please consult your Performance Manager in the first instance, or contact the Work Choice Policy Team via: disabilityemploymentprovisionpolicy.enquiries@dpw.gsi.gov.uk