## Annex 7.4: Social Media Guidance

1. As Providers, you are working on behalf of DWP to deliver the Restart Scheme. It it is therefore important that you are aware of your responsibilities when using social media and the risks and repercussions of inappropriate use. All the marketing products you produce including posting and publishing content on social media must adhere to the standards, as written in your contract. These standards are in place to protect the integrity of the Restart Scheme and the reputation of DWP.
2. You should be aware that you are responsible for all content that you as Providers post on social media. This should be in line with the conventions, purpose and key considerations outlined in this chapter.

### What is Social Media?

1. Social media refers to all web-based tools which allow users to generate content and interact with each other online. For the purpose of this guidance the term “social media”, relates to all online platforms involving user generated content, not just the more recognised sites e.g. Facebook, Twitter etc. Social media content can include written comments, photos, unauthorised video, music and/or call recordings.

### Social media platforms can be grouped as follows:

* Social networks – like Facebook and LinkedIn allow you to connect via profiles & groups with other people of similar interests and share content and media.
* Microblogs – like Twitter allow you to provide short updates, with or without media, follow users that you are interested in and build up a network of followers.
* Media sharing – allows you to upload, share and comment on various media such as pictures and video. Examples: Instagram, TikTok and YouTube.
* Blogs and Forums – allow online conversations by posting messages and comments in response to short articles. Examples: WordPress and Tumblr.

### Key Considerations for Providers:

1. The principles outlined within this guidance should also be applied to Restart Scheme Provider material that is published on other digital channels, such as websites.
2. As Providers you are personally responsible for what you publish. Once something is posted online, it can be very difficult to delete, or control how widely the material is then shared. Providers should consider this before posting to social media platforms.

### Branding:

1. All content posted by you about, or relating to, the Restart Scheme should include, the correct DWP and Restart Scheme branding and logos as part of the post.

### Professionalism:

1. When posting or publishing content on social media it is important that you consider both the message to be communicated and the intended audience. You are delivering the Restart Scheme on behalf of DWP it is important that a professional tone is maintained and that posts are both respectful and courteous. Any materials produced by you to be posted on social media platforms must not adversely affect the reputation of the service being provided by the government, DWP or Jobcentre Plus, for example risks that could lead to adverse media attention, or messages that could be misunderstood or misinterpreted. Staff should not engage in negative conversations as a result of social media messages that directly link back to the Restart Scheme.

### Accuracy:

1. Before posting or publishing content on social media it is important that you ensure that any information to be posted is accurate and factually correct. You should check accuracy before sharing content and if in any doubt, should not post. Official MI and performance data that is owned by DWP that has not been published, and is not yet in the public domain, should not be used as part of social media posts and activity.

### Safeguarding and Consent:

1. You should be aware that you should not publish photographs or videos of employees, Participants or other parties without their full awareness of how it will be used and their formal consent. You have a duty of care for your employees, colleagues and Participants and should not publish content that could compromise the safety or security of employees, Participants or other parties.

### Accessibility:

1. In creating social media content you must consider the Disability Equality Duty/Equality Act 2010 – and ensure that like other content, social media posts can be accessed and understood by the widest possible audience – regardless of whether people have a visual, hearing, speech, motor, cognitive or other combination of impairments.

### Reproducing Content:

1. You should ensure that you they have the formal permission from the copyright holder before reproducing any images, photographs, music, or videos as part of a social media post.
2. You should also be aware that it is your responsibility to check the terms and conditions of any social media platform you are going to use. Different social media platforms may use uploaded material in different ways.
3. **If You are in any doubt about posting content to a social media platform or website, please contact the Restart Live Running Policy Team.**