

## **Social Media Policy**

**You can find us at:**

**Twitter** - [@MerseysidePCC](https://twitter.com/MerseysidePCC)

**Facebook** - [www.facebook.com/MerseysidePoliceandCrimeCommissioner](https://www.facebook.com/MerseysidePoliceandCrimeCommissioner)

Please note; this policy also covers the Police Commissioner's personal Facebook and Twitter accounts.

Your Posts/Tweets will receive a reply, however, this will be more prompt on the Commissioner's official pages.

The Police Commissioner's social media accounts are monitored on a daily basis, within office hours only.

The pages/accounts are run by Police Commissioner's staff who will sometimes need to do some research to find the information you have requested. This means that it might sometimes take a while before you get a response.

If your query is serious, urgent, or involves personal details, please contact us directly at [info@merseysidepcc.info](mailto:info@merseysidepcc.info).

### **Liking and following**

Please don't be offended if your comments are not 'liked' or the Commissioner does not 'follow' you on social media. This doesn't mean the Commissioner is not interested in what you have to say, it's just that the numbers can get too high for the Commissioner's page/account to manage if there is a lot of information in the news feed.

The Commissioner will 'follow' or 'like' people who provide information that is relevant to her work (for example government accounts, local media, and our partners) or those whose information can be passed on for the benefit of local people.

Occasionally, the Commissioner will lend her support to local and national campaigns and will share information that is of interest to her followers.

There will also be times when the Commissioner's staff will need to like or follow an account in order to take part in conversations.

Just because we 'like' someone or share their information, doesn't mean that we endorse them or agree with their views.

## **Sharing and retweeting**

We try and share or retweet information that we think will be of interest or use to our followers, however please don't be offended if we don't retweet something you want us to. Again, this is just down to the amount of traffic we may have passing through the site at that time or trying to keep our news feed clear to promote an event of our own.

## **Blocking and unfollowing**

If we block your account, this will probably be because you've followed or liked us purely to promote a product or service that we can't support, or you've contravened the rules of a particular social media space.

If for some reason we unfollow you, it might just be that we're going through a sort out or simply need to cut down on numbers.

## **Moderation**

Most online communities have their own rules and guidelines, which we will always follow.

Where possible, we will rely on the measures of protection and intervention which the social networking site already has in place (e.g. against illegal, harmful or offensive content), for example by flagging comments or alerting them to any breaches of the site's terms and conditions.

We also have some of our own rules.

We reserve the right to remove any contributions or block users that break the rules of the relevant community, or any of the following guidelines:

- be civil, tasteful and relevant
- don't post messages that are unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive
- don't swear
- don't post content copied from elsewhere, for which you do not own the copyright
- don't post the same message, or very similar messages, more than once (also called "spamming")
- don't publicise your, or anyone else's, personal information, such as contact details
- don't advertise products or services
- don't impersonate someone else
- don't discuss ongoing cases and investigations because we can't host or comment on this type of content

## **Libel**

Please take care not to make libellous statements. In law this means a statement that lowers the reputation of a person or organisation in the eyes of a reasonable person. By publishing such a statement we can both get into serious trouble. We will take down any statement that could be deemed to be libellous.

## **Pre-election period or 'Purdah'**

In the six-week run up to an election - local, general or European - we have to be very careful not to do or say anything that could be seen in any way to support any political party or candidate. We will continue to publish content on the official pages/accounts using social media but may have to remove responses if they are overtly party political.