

## **COPNI Social Media Policy**

**Refined copy for website – full copy available on request**

## **Role of social media within COPNI**

The Commissioner has a number of key duties, defined by legislation:

- Promote awareness of the interests of older people in Northern Ireland;
- Take reasonable steps to communicate with older people; and
- Promote positive attitudes towards older people and encourage participation by older people in public life.

Social media is an increasingly effective means of communicating with key audiences.

### **Name, style and tone**

The name of the account will be COPNI, but the full title (The Commissioner for Older People for Northern Ireland) will be visible and obvious on both social media pages.

COPNI contact details will be visible on the account.

### **Followers**

COPNI will follow a range of stakeholders on Twitter including:

- Key stakeholders, for example key authorities in the age sector, legal, health, crime prevention etc.
- All MLAs on Twitter – cross party, in addition to The Executive Office and any committees
- Journalists and prominent local key influencers
- We will NOT follow or be seen to endorse for-profit organizations or commercial entities
- We will not follow individuals/organisations simply because they are following us
- We will block/report those following us who are abusive or indeed are relentless in their pursuit of commercial endorsement

Being followed on Twitter by COPNI is by no means an endorsement. Facebook pages cannot directly interact or 'like' individual pages.

## Content and activity

There are three broad categories of COPNI tweets/posts.

1. COPNI project-based announcements/ updates
2. Promoting other relevant stakeholder events, research or materials. COPNI will not honour requests to tweet or post information from commercial profit-making organisations.
3. Linking to news articles of relevance to older people whether locally or on a national and international basis.

COPNI may also like or retweet others comments for the above reasons. This is by no means an endorsement, but a reflection of what COPNI deems to be of relevance to their work and remit. COPNI do not take any responsibility for incorrect content from a different organisation or source.

COPNI receive comments on social media from the public. COPNI may decide not to respond to enquiries that contain:

- Party political material;
- Potentially false or misleading statements including any attempt to impersonate any person, or misrepresent identity or affiliation with any person;
- any commercial endorsement, promotion of any product, service or publication;
- language which is offensive or provocative. This not only includes obvious swear words and insults, but any language to which people reading it could reasonably take offence;
- is in a language other than English – unfortunately, we do not have the resource to respond to posts in other languages;
- refers to a subject or topic that is unrelated to COPNI's work or remit;
- relates to an issue that we have previously responded to that individual/organization about

COPNI may decide not to respond, delete the post or if appropriate, block those from engaging with us those who:

- incite hatred on the basis of race, religion, gender, nationality or sexuality or other personal characteristic;
- tweet malicious or offensive comments or constitute a personal attack on a person's character;
- reveal personal details, such as private addresses, phone numbers, email addresses or other online contact details whether or not they would breach privacy laws.

### **Management, resourcing and security**

Staff from Communications and Engagement should have overall responsibility for the day to day management of COPNI's social media accounts. However, the Commissioner, members of the Senior Management team and Research and Policy Officers should be permitted access to the Twitter account. At all times, staff members should ensure that they abide by this policy to uphold the reputation of the organisation and consider the guidelines within this policy.

As COPNI are not a front line service provider, COPNI will monitor these accounts (2-3 times daily when possible) during office hours and it will be stated on COPNI's social media pages 'Account page is monitored 9-5 Monday to Friday'. COPNI will respond only during these hours except for in exceptional cases.

### **COPNI staff on social media**

Information shared by COPNI staff on personal social media accounts reflects the views of the individual and may not represent the views of COPNI as a whole.

In addition, COPNI's Policy on Staff Use of Social Media provides guidance for and expectations of employee use of social media both for business and personal use, in and outside of work hours. A copy of this policy can be requested.

### **Private messages**

We will not share private or direct messages with the public without the tweeter's permission

### **Evaluation**

Monthly evaluation will be carried out by the Communications and Engagement team and this will consider which content the public engage with most e.g. posts including photos or linking others. This will be used to inform social media planning going forward. Number of followers will also be recorded so that COPNI can look for growth in their social media sites.