

# GUIDANCE ON PERSONAL USE OF SOCIAL MEDIA

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on the BBC . This responsibility extends to their use of social media, both for professional and for persona



than deleting it.

4. Take account of the size, nature and makeup of private groups and the risk of more personal content being shared outside the group when posting .
5. Remember that your personal brand on social media is always secondary to your responsibility to the BBC.
6. Respect the confidentiality of internal meetings and discussions.
7. Do not post when your judgement may be impaired.
8. Never use your BBC status to seek personal gain , financial or otherwise.
9. Do not link to anything you haven't read fully.

## 4. Impartiality guidance

a) Individuals working in news and current affairs and factual journalism production (all divisions) - along with those on a senior leadership band or whose roles require them to act in a senior leader capacity - have a particular responsibility to uphold the BBC's impartiality

The following list of dos and don'ts – while not definitive - provide guidance on how specific rules and expectations on impartiality will be interpreted for these individuals :

1. Do not reveal how you vote or express support for any political party.
2. Do not express a view on any policy which is a matter of current political debate or on a matter of public policy, political or industrial controversy, or any other 'controversial subject'.
3. Do not offer judgements beyond your specialism.
4. Do not support campaigns , (eg. by using hashtags) no matter how apparently worthy the cause or how much their message appears to be accepted or uncontroversial.
5. Do not sacrifice accuracy for speed. Second and right is always better than first and wrong – an inaccurate post is a problem for you, your col.4 ( f)-2 (m)2.1 ( f)-se-1.4 p8 (c)6.8 (o)1.2 lcf3.4 (smw 12.214 0 Td (,

7. Do not break news on a personal account; if you have a story to break, the BBC platforms are your priority, even if it takes slightly longer.
8. Do not be seduced by the informality of tone and language on social media. Your posts about news events and issues require careful thought and editorial discipline.
9. Do not mistake social media networks as accurate reflections of public opinion; your audience is overwh



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