USING SOCIAL MEDIA FOR PROFESSIONAL REASONS - CHECKLIST

- Abide by the Information Code of Conduct, relevant policy and procedures at all times and ask for advice or permission if you are unsure about anything

- Have a clear idea of your objectives for using social media from the outset

- **Never:**
  - **disclose** any protectively marked information
  - **disclose** the personal data of other persons without their consent
  - **include** any of your own personal information that could impact on the reputation of you as an individual or the MPS
  - **discuss** sensitive police operations, ongoing criminal investigations / cases or internal police matters

- Provide a link to the **MPS Fair Processing Notice** to be found under 'F' of the A-Z index on the MPS Publication Scheme if you request personal data from participants through social media

- Follow the guidelines / house rules specific to the type of social media you are going to use before engaging and understand how the media site is moderated

- Remember an official account belongs to the organisation and not the individual

- Communicate where people are most likely to be found

- Be transparent / truthful and do not say anything you cannot back-up or substantiate

- Build relationships with your stakeholders on and offline - social media should be used in parallel with other communication / engagement channels to ensure that non-digital audiences are not excluded

- Do not open a channel of communication you cannot regularly maintain and resource

- Once you hit 'share' you cannot usually retrieve the message as it is permanently posted into the public domain and cannot be deleted, so be careful

- Always remain polite and professional even when you adopt an informal tone tailored to the social media being used

- Ensure messages remain positive but do not raise expectations unrealistically

- Try to make your content interesting and thought provoking to encourage healthy debate; but resist responding to every barb or criticism that may result

- Be upfront and quick to make any correction - check with your line manager if in any doubt and if necessary apologise and rectify messages where that is possible

- Understand when a conversation should be terminated or taken offline

- Do not engage with users who are aggressive / abusive