

## **Social Media Acceptable Use**

### **Social Media Accounts**

At South of Scotland Enterprise (SOSE) we use social media to share and promote opportunities in the Scottish Borders and Dumfries & Galloway as well as share good news stories and case studies.

### **Our social media accounts**

Twitter - <https://twitter.com/sosenterprise>

Linked In - <https://www.linkedin.com/company/south-of-scotland-enterprise>

YouTube - <https://www.youtube.com/channel/UCQ74a4NfL08YF51HFBAdfBQ>

Facebook - <https://www.facebook.com/SouthofScotlandEnterprise>

Instagram – [https://www.instagram.com/sosenterprise\\_/](https://www.instagram.com/sosenterprise_/)

### **Guidance on Acceptable Use**

We want our social media platforms to be a safe place where we can update our followers and allow followers to engage with each other. We follow guidelines set out by each platform to ensure our platforms remain a positive space. You can view these guidelines by following the links below.

- Facebook - <https://en-gb.facebook.com/communitystandards/>
- Twitter - <https://help.twitter.com/en/rules-and-policies/twitter-rules>
- Linked In - <https://www.linkedin.com/legal/professional-community-policies>
- Instagram - <https://en-gb.facebook.com/help/instagram/477434105621119>
- YouTube - [https://www.youtube.com/intl/ALL\\_uk/howyoutubeworks/policies/community-guidelines/](https://www.youtube.com/intl/ALL_uk/howyoutubeworks/policies/community-guidelines/)

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

- Do not be hateful
- Do not harass or bully
- Do not threaten or promote violence
- Do not share harmful material
- Do not swear
- Do not share false or misleading content
- Do not pretend to be someone else or falsify information
- Do not share or engage with spam or scams
- Do not interact with others in an irrelevant, inappropriate or disrespectful way
- Do not advertise products or services

### **Defamation**

Please ensure you do not make defamatory statements on our social media platforms. In law this means a statement that lowers the reputation of a person or organisation in the eyes of a reasonable person. There can be serious repercussions for publishing defamatory statements. We will therefore remove any statement that could be deemed to be defamatory.

### **Pre election period**

During a designated 'pre-election period', we must remain politically neutral, ensuring that any activities we carry out do not call into question our impartiality. Therefore, please do not use any of our pages to promote party political messages or other content.

We will remove any comments that we believe may compromise our obligation to remain politically neutral.

### **Complaints**

Please do not rely on using our social media platforms to raise complaints or concerns. Our social media platforms are not always continuously monitored, especially outside normal working hours. Therefore, we ask if you do have a complaint or concern that you follow our complaints procedure by visiting [www.southofscotlandenterprise.com/contact-us/complaints](http://www.southofscotlandenterprise.com/contact-us/complaints)

If the concern is in relation to something posted on our website or social media platforms, please email the Communications & Marketing team on [communications@sose.scot](mailto:communications@sose.scot)

### **Followers and Connections**

On our social media platforms, we may like, follow and interact with other accounts and organisations. This is so we can remain up to date with what other accounts are posting and if appropriate, share on our platforms. We do not endorse any individual or organisation solely by creating a social media connection. Nor do we hold any responsibility for the content of these profiles.

### **Contacting us on Social Media**

You should not rely on our social media platforms as a point of contact as they are not continuously monitored, especially outside normal working hours.

Our responses to replies, comments and direct messages depend on the enquiry and feedback. If we do not respond please be assured, we are listening and if appropriate will act on or pass your comment on to the appropriate department.

If you would like to contact us please phone us on 0300 304 8888 or use our Enquiry Form <https://www.southofscotlandenterprise.com/contact-us>