

# IMPRESS USING SOCIAL MEDIA AS A PUBLISHER:

## 5 Top Tips

IMPRESS

1

### Clearly brand your 'official' social media

Remember: you are liable for everything that is published on your official social media channels – your content must be in line with media laws i.e., **libel & copyright**.

Your official social media profiles should be clearly branded, to distinguish them from the personal accounts of employees and contributors, or other media outlets.

2

### A "re-tweets aren't endorsements" disclaimer is not enough



Organisations and news outlets are open to both **civil and criminal liability** for comments made by others that simply 'sit' on their platforms.

Journalism is no exception and does not enjoy a special status in this regard.

3

### You don't have to accept comments - consider the legal risk!

Remember: you don't have to accept public comments on your website or on social media.

It's worth carefully considering the potential implications and needs of your business before adopting user engagement as a design feature on your own news site, particularly when covering stories that carry greater legal risk.

4

### Implement a robust moderation policy to help protect your organisation when using User Generated Content

Implementing a **moderation policy** for your teams and contributors can help protect you against repercussions resulting from User Generated Content on your platforms.

Your moderation policy should be unique to your organisation and tailored to align with your values and internal policies and procedures.

5

### Remember, when making use of User Generated Content, these are some questions to consider:

- Could using this content leave me open to **criminal liability**?
- Do I need permission from the content's creator to use it and should I **give credit**?
- This content came from a public figure but that doesn't mean it's fair game. Is it **relevant and appropriate** to share?
- If this content originated from a child, what is my justification for sharing it? **Always consider the best interests of the child concerned** and whether you require their consent and/or the consent of a responsible adult.

Remember to take a **flexible approach** to using UGC to ensure fairness and respect to the creator's personal circumstances.



**IMPORTANT NOTE:** Just because an allegation has been shared elsewhere, either by other news outlets or on social media, does not mean you are free to publish it.