



**JUDICIAL
APPOINTMENTS
BOARD FOR
SCOTLAND**

Social Media Policy

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Why does social media matter to the Board?

- 1.1 Social media sites such as Twitter and LinkedIn are an integral part of the way people communicate. These sites are increasingly used by members of the legal profession both in their personal and business capacities.
- 1.2 Participating in social media provides the opportunity to engage with a diverse group of bodies and individuals. The ability to share links, text, photographs, and videos allows for a much wider range of information to be distributed and accessed quickly and easily.
- 1.3 Social media can eradicate geographical boundaries. Developments in mobile technology (for example, internet accessible on mobile phones, tablets and other smart devices) mean that social media can be instantly accessible for many people, anywhere, at any time.

2. Why do we need a policy and guidance?

- 2.1 As with any public facing information dissemination there are risks attached to using social media. The Board acknowledges that the risks are not exclusive to social media, and are really about sensible information control.
- 2.2 The very nature of social media means that once you post information online, it is in the public domain. Information posted could reach a very wide audience and could stay there forever.

3. Which social media sites will we use?

- 3.1 **Twitter** - Twitter is the world's largest micro-blogging site. Twitter is a messaging service which enables you to send tweets to Twitter accounts that follow you and receive tweets from Twitter accounts you follow.
- 3.2 **LinkedIn** - LinkedIn is a business and employment-oriented service which is mainly used for professional networking including employers posting job adverts.

4. Principles for use of social media

- 4.1 The BMU will have responsibility for posting information on the social media websites on behalf of the Board.
- 4.2 When using online social media websites, the BMU should:
- Be professional. You are a representative of JABS.
 - Be transparent.
 - Be responsible and abide by the JABS code of conduct.
 - Be credible, accurate and fair.
 - Be judicious - libel, defamation, copyright, freedom of information and data protection laws apply.
 - Be clear about your aims. Think about what message/announcement you wish to deliver.
 - Be responsive and respectful.
 - Be careful. Think before you post.

5. General standards

- 5.1 The BMU must take the following in to consideration when using social media in any capacity on behalf of JABS:
- Ensure JABS profile and related content is consistent with how the Board wish to be presented with colleagues, customers and stakeholders.
 - Be aware of your language and conduct. The rules as set out in the BMU code of conduct apply. As in all cases where you are speaking in public, you should be aware of libel, defamation and slander.
 - Never share confidential or sensitive information. You should know and follow the rules on the Board's confidentiality policy. Be aware of the rules on data protection.

6. Content and terms of use

Social media users can connect with JABS via:

 Twitter - @judgeappts

 LinkedIn – Judicial Appointments Board for Scotland (JABS)

- 6.1 Posts will focus on (but are not limited to) the following:
- Information in relation to appointment rounds
 - Links to news releases announcing recent appointees
 - Information on events
 - Signposting to our website content i.e. application guidance.
- 6.2 We may retweet relevant content from our partners in the justice family. For example the Judicial Office for Scotland, the Law Society of Scotland, The Faculty of Advocates and the Society of Solicitor Advocates.
- 6.3 We may also tap in to relevant trending topics on Twitter if an opportunity arises. These moments are a great way to join in on popular conversations and increase Tweet engagements.
- 6.4 We will not automatically follow anyone who follows us. Being followed by @judgeappts does not imply an endorsement of any kind.
- 6.5 JABS social media accounts are updated and monitored during office hours, Monday to Friday.
- 6.6 Twitter and/or LinkedIn may occasionally be unavailable and we accept no responsibility for lack of service due to Twitter and/or LinkedIn downtime.

Adopted by the Board:	9 September 2013
First review:	8 September 2014
Second Review:	20 September 2016
Third Review:	15 October 2018
Fourth Review:	18 March 2019
Next review:	October 2019