



Social Media Policy

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1. Introduction and Purpose

1.1 The purpose of this policy is to outline how JABS will effectively use social media.

1.2 Social media refers to applications or websites which facilitate interactions amongst people or organisations where they create, share and/or exchange information and ideas in virtual communities or networks.

1.3 Social media is now an integral part of the way people communicate. It is increasingly used by members of the legal profession both in their personal and business capacities and by other individuals or organisations JABS does and may wish to engage with to raise its profile and assist in delivering its business objectives.

1.4 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.

1.5 Social media can remove 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. Rationale

2.1 The Board will seek to use seek to utilise social media for its benefit through sensible information control recognising that once information is posted online, it is immediately in the public domain and likely to remain accessible forever.

3. Use of Social Media

3.1 Currently JABS uses three primary social media platforms:

3.1.1 X (Formerly Twitter) - X is the world's largest free 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.

3.1.2 LinkedIn - LinkedIn is a business and employment-oriented service which is mainly used for professional networking including employers posting job adverts.

3.1.3 YouTube – YouTube is the world's most popular free video sharing platform. Any videos created by JABS intended for general publication shall be added to the JABS YouTube channel.

3.2 JABS will, as part of the agreed strategy to improve social media engagement with stakeholders, (potential) candidates and the public at large, add the following social media platforms:

3.2.1 Facebook – Facebook is the world's largest social media platform which allows users to engage via long-form posts, videos or pictures. Like other platforms it also supports private messaging functionality which, if used properly may streamline engagement with (potential) applicants who have questions about any aspect of JABS work.

3.2.2 BlueSky – Bluesky has been created as an alternative to X and has seen its user base grow rapidly since its launch in February 2024. Any JABS content published on X will be replicated on BlueSky.

3.3 JABS may, after consultation with the DCIM, Chief Executive and Chairing Member as appropriate utilise other social media platforms from time to time to support business needs.

4. Prohibited social media channels

4.1 JABS policy approach is based on Scottish Government Guidance and follows any prohibitions on specific social media platforms.

4.2 As of March 2023, TikTok is a prohibited platform and thus will not be used by JABS for any social media engagement.

5. Principles for use of social media

5.1 The BMU will have sole responsibility for posting information on JABS social media websites on behalf of the Board.

5.2 The Digital and Continuous Improvement Manager (DCIM) has responsibility for JABS social media and will provide oversight of social media monitoring. Day to day operational content released to social media must be cleared by the DCIM or in their absence the Head of Operations or Chief Executive. Any other content, particularly content relating to corporate or governance matters must be cleared through the Chairing Member. "Day to day" content shall include:

- Notification of upcoming competitions
- Notification of upcoming outreach events
- Launch of new competitions
- Reminders for live competitions

5.3 When using online social media websites, the BMU should:

- Be professional as 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.

6. General standards






6.1 The BMU must take the following into 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 language and conduct. The rules as set out in the BMU code of conduct apply. As in all cases where speaking in public, BMU staff should be aware of libel, defamation and slander.
- Never share confidential or sensitive information. Know and follow the rules on the Board's confidentiality policy. Be aware of the rules on data protection.
- Ensure that consideration is given to accessibility in JABS social media content, such as video content being supported by transcripts and/or closed captions.
- Ensure that social media content supports JABS aims to be open, transparent and inclusive by using language which is neutral in terms of gender, ethnicity and other aspects. Content should be assessed using tools available online such as [Gender Decoder](#).

6.2 JABS Board members, Lay and Legal Appointments Advisors and BMU staff should be aware that any social media engagement made by them on private accounts may impact on JABS reputation.

7. Content and terms of use

7.1 Social media users can currently connect with JABS via:

	@judgeappts
	Judicial Appointments Board for Scotland Edinburgh LinkedIn
	Judicial Appointments Board for Scotland - YouTube
	Judicial Appointments Board for Scotland - Facebook
	Judicial Appointments Board for Scotland - BlueSky

7.2. Any future social media channels used by JABS will be added to this policy as they are established.

7.3 JABS social media engagement will focus on (but not be 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
- Corporate updates as appropriate
- Ad-hoc posts made to help develop JABS public profile.

7.4 JABS may retweet relevant content from our partners in the justice family. For example, the Judicial Office for Scotland, the Law Society for Scotland, The Faculty of Advocates and the Society of Solicitor Advocates.

7.5 JABS, with the approval of the DCIM may also tap into relevant trending topics on Twitter if an opportunity arises after consultation with the Chairing Member/Chief Executive. These moments are a great way to join in on popular conversations and increase Tweet engagements.

7.6 JABS will not automatically follow anyone who follows us. Using the JABS account to follow any social media account must be authorised by the DCIM. Where JABS follow another social media account this does not convey an endorsement of any kind. Similarly, confirmation should be sought from the DCIM that any tweet, post, video or other interaction is suitable to be 'liked'.

7.7 JABS is not responsible for content posted by any account followed. Should any member of JABS be concerned by any published content on a social media

platform they should immediately notify the DCIM by email including a link to the relevant post, who will determine, in conjunction with the Head of Operations and Chief Executive if appropriate, the steps to be taken.

7.8 JABS social media accounts are updated and monitored during office hours, Monday to Friday.

7.9 Social media platforms may occasionally be unavailable and we accept no responsibility for lack of service due to issues arising from any third-party social media provider.

8. Metrics

8.1 The DCIM will be responsible for maintaining engagement and other metrics associated with JABS social media platforms and will report these to the Board. The DCIM will also be responsible for developing any amendments to JABS social media policy arising from analysis of these metrics.

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
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