

Department for the Economy Social Media policy

The department's Twitter channel @Economy_NI is managed by the press office on behalf of the department.

Tweets will include alerts about, but not exclusively, on the following:

- ministerial announcements
- press releases
- speeches
- new content published on the website
- marketing campaigns
- invitation to consult
- departmental initiatives/programmes

If you follow us on Twitter, we do not automatically follow back. We will use hashtags and mention other Twitter accounts where we think we can reach a wider audience. Being followed, using hashtags or mentioning other accounts does not imply endorsement of any kind.

We will retweet where we think it is interesting but, again, this is not an endorsement. We will update and monitor our Twitter account during office hours, Monday to Friday. Twitter may occasionally be unavailable and we accept no responsibility for our lack of service due to any downtime.

We welcome feedback, ideas and engagement from all our followers and will try to join the conversation where possible, and where it is right to do so. Where we can, we will point followers to additional information already in the public domain. We are not able to reply individually to all messages we receive via Twitter. Emerging themes or helpful suggestions are routinely passed on to policy colleagues in the department.

We expect our users to offer us the same level of courtesy that we offer them, so we have a short set of 'house rules':

- all users must comply with the social media platform's Terms of Use as well as these Terms of Use;
- you are wholly responsible for any content you post including content that you choose to share;
- we will remove, in whole or in part, or ignore posts that we feel are inappropriate; and
- we will report and remove any social media profiles that are set up using departmental imagery without permission.

We will remove, block, ban and/ or report users to the associated social media platform who direct messages at us which we believe:

- bully, harass or intimidate any individual or organisation;
- are unlawful, libellous, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive;
- are deceptive or misleading;
- infringe or violate someone else's rights;
- violate the law;
- violate any intellectual property rights;
- discuss ongoing legal proceedings;
- are spam (persistent negative and/ or abusive tweeting in which the aim is to provoke a response);
- advertise products or services;
- are irrelevant or off-topic;
- are disruptive; and
- are repetitive.

We will also remove, block, report or ban any user who:

- encourages others to post such messages;
- uses offensive images as their profile picture; and
- has an offensive user name.

We will not engage in party politics.

The Twitter account will not be used to deal with media queries, although we reserve the right to comment on inaccurate coverage or insightful comment.

We reserve the right to modify or change these conditions at any time.

The usual way of contacting the department for official correspondence can be found on <https://www.economy-ni.gov.uk/contact>.