



# IRISH WRITERS CENTRE SOCIAL MEDIA POLICY

## SOCIAL MEDIA MANAGERS

Communications and Marketing Officer

Projects Assistant

## STATEMENT AND SCOPE

As an employee and representative of the Irish Writers Centre, you are expected to demonstrate best practices and appropriate etiquette on social media, including but not limited to the following:

- Be aware that the Irish Writers Centre serves writers and members of the public from a wide variety of backgrounds. All content posted on the IWC social media networks should remain respectful in tone, no posts that contain any form of discriminatory content will be tolerated.
- News regarding IWC events, courses, or projects should not be mentioned on social media prior to confirmed announcement dates.
- Only the members of staff mentioned above as social media managers should post on the IWC social media channels. Another person can only post after receiving explicit permission to do so.
- Public inquiries that come through social media should only be answered by the members of staff listed above as social media managers.
- Ensure that anyone you interact with online is a person and not a bot. If you are unsure, see the below indicators.

### How to recognise a bot

- Extremely high frequency of posts, i.e. 100s of posts per day/week.
- All posts relevant to a certain topic as bots will generally be utilised to boost posts on a certain subject.
- Very few independent posts.

### Content Guidelines

The Irish Writers Centre is a publicly-funded organisation, as such it has committed to take positive policy measures to promote equality of opportunity, access and outcomes for all those living in Ireland regardless of their gender, sexual orientation, civil or family status, religion, age, disability, race or membership of the Traveller community, as well as socio-economic background.

The principles of equality, diversity and inclusion will be upheld at all times on the Irish Writers Centre social media channels. Discriminatory posts will not be tolerated. Discriminatory posts include, but are not limited to, discrimination on any of the following grounds;



# IRISH WRITERS CENTRE SOCIAL MEDIA POLICY

- Age Discrimination.
- Disability Discrimination.
- Sexual Orientation.
- Gender Discrimination.
- Status as a Parent.
- Religious Discrimination.
- Sexual Harassment.
- Racial Discrimination.
- Discrimination based on ethnicity.

## Linking the Irish Writers Centre to your personal social media accounts

- If you choose to link your personal social media accounts to the Irish Writers Centre, be mindful that you are publicly connecting yourself to your place of work.
- Be aware that in connecting yourself to the Irish Writers Centre publicly, opinions expressed on social media in relation to the organisation might be used by media researchers.
- Expressly state that the views you post on your social media accounts are your own.
- Speak in the first person on matters regarding the Irish Writers Centre, use *I* not *We*.
- If you choose to identify yourself as an employee on social media profiles, or in your commentary on personal topics within social media sites, it is important to use common sense and be aware of the nature of your comments and their possible consequences. It is important that all our employees are aware of the implications of engaging in forms of social media and online conversations that reference the company or your association with the Irish Writers Centre. Privacy, Data Protection requirements, defamation law and basic duty of care all still apply in comments that are made while off-duty and online. If an employee comments online in a personal capacity while identified as an employee, these comments can be attributed or perceived as the official position of the company.

## Security

- Irish Writers Centre social media passwords are changed on an annual basis.
- Social media managers should avoid using their personal Twitter and Instagram accounts on office computers.

## Customer Inquiries

Customer Inquiries are common on the Irish Writers Centre social media. Often, questions for the centre are posted in response to tweets/posts. If you are unsure about how to respond to a customer inquiry, ask the members of staff listed above as social media managers before responding.



# IRISH WRITERS CENTRE SOCIAL MEDIA POLICY

## Questionable content

If you come across any questionable content regarding the Irish Writers Centre on social media, you should alert the members of staff listed above as social media managers as soon as possible, even if this is out of hours, at the weekend or during a public holiday. This includes misinformation, confidential information, or other questionable content regarding the IWC.

## Posting images

If you are posting images of any young writers at the Irish Writers Centre who are under the age of 18, you should first obtain permission signed by a guardian.

## Copyright

You may be legally responsible for the content you post, so respect brands, trademarks and copyrights.

In order to comply with copyright law on social media, you must ensure that the photos you are using are copyright free. You can find copyright free images on sites like Unsplash and Pixabay.

If you download a photo that you have found elsewhere and then repost it to the IWC social media channels it is likely that you're in breach of copyright laws for that image.

If you would like to add a photo to a blog/social media post/ web page etc. ensure that you have permission to do so.

## Writers' Promotion and Sectoral Support

- **Book reviews:** The only time it is appropriate to share book reviews on the Irish Writers Centre social media is when the work in question was published through the Novel Fair, an Irish Writers Centre initiative.
- **Book launches:** If a book launch is taking place in the Irish Writers Centre, we will include a listing on the front page of our website [irishwriterscentre.ie](http://irishwriterscentre.ie). We do not provide social media support for books being launched at the IWC.
- **Supporting writers on social media:** An Irish Writers Centre social media manager may provide support to writers by re-sharing the upcoming projects or recent achievements of writers who are particularly connected to the IWC including; IWC members, writers who have received bursaries, writers who have facilitated courses, previous Young Writer Delegates, previous Novel Fair winners, writers who have received residencies. This support is done at the discretion of the Irish Writers Centre.
- **Sectoral support:** The Irish Writers Centre provides sectoral support through its social media channels. The IWC may share relevant news or opportunities from a partner organisation. An organisation looking to receive social media support from the Irish



# IRISH WRITERS CENTRE SOCIAL MEDIA POLICY

Writers Centre should contact the Communications and Marketing Officer at [events@writerscentre.ie](mailto:events@writerscentre.ie).

## External links

An Irish Writers Centre social media manager may re-share an external link for informational purposes; external links do not necessarily constitute an endorsement from the Irish Writers Centre of any of the resources or opinions of the organisation or individual.

## TACTICAL GUIDELINES FOR EMPLOYEES

### When do I need approval to post a message on social media?

**IWC Channels:** You should request approval to post on the IWC social media if you are not listed above as a social media manager.

**Personal Channels:** If you are expressing a **professional** opinion relating to the Irish Writers Centre.

### What kind of information am I allowed to post related to my work on social media?

Any information that is already public on the official IWC channels.

### Should I include my company info in my social media bio? Or should I keep my company accounts and my personal accounts separate?

Whether you include Irish Writers Centre info on your personal social media accounts is completely your choice. If you should choose to include the organisation info on your accounts then be sure to follow the guidelines outlined above.

### What should I do on social media during a PR crisis?

A single negative tweet or post does not constitute a PR crisis. A PR crisis occurs when there are a significant number of negative comments about the organisation on social media, or a negative article(s) about the organisation in the media.

If a PR crisis occurs you should monitor the situation and ensure that all staff members are made aware of what is happening, this is particularly true of the Director and Deputy Director who should be consulted immediately.

If a PR crisis occurs all scheduled social media posts should be continually monitored, reviewed, and/or, if appropriate, deleted. If there are a significant number of negative posts about the organisation, a promotional tweet may be inappropriate if the negative comments have not been addressed.



# IRISH WRITERS CENTRE SOCIAL MEDIA POLICY

An official statement will be prepared by the Communications and Marketing Officer (in consultation with the Deputy Director, Director and if necessary the Chair of the Board) to address the complaints at hand. Do not post in response to the complaints until this statement has been developed, finalised and released.

## **ANNUAL REVIEW**

This social media policy document was updated on 23<sup>rd</sup> January 2023