

CIGRE UK Social Media Policy

Document history and status

Revision	Date	Description	By	Reviewed	Approved
0	12/09/2021	First Issue	Ying Xue	Martin Ansell	

CIGRE UK Social Media Policy

1. Overview

- 1.1. CIGRE UK's National Committee recognises the value of Social Media to promote and enhance the activities and awareness of CIGRE and all its sections, including but not limited to its Technical Sections, Young Engineer & Student Section (Next Generation Network) and Women in Energy Section.

2. Purpose

- 2.1. The purpose of this policy is to mitigate the risks to CIGRE UK in its use of its approved and branded Social Media platforms. This policy also provides guidance to minimise the various risks to CIGRE presented by a member's own use of Social Media and to outline CIGRE's expectations.

3. CIGRE UK Branded Social Media

- 3.1. CIGRE UK uses its branded Social Media platforms to market its events, post news and disseminate technical content relating to the activities of CIGRE, CIGRE UK or in support of other CIGRE National Committees.
- 3.2. The CIGRE UK National Committee has approved the use of certain CIGRE branded Social Media platforms as listed in Appendix 1.
- 3.3. Authorised representatives from the following activities/sections are exclusively authorised to post (one person from each): CIGRE UK Technical Committee, CIGRE UK Events, CIGRE UK Marketing, CIGRE UK Young Engineer/Student (NGN), CIGRE UK Women in Energy
- 3.4. Authorised representatives are expected: -
 - 3.4.1. to use CIGRE UK's approved Social Media platforms responsibly and professionally at all times;
 - 3.4.2. to be mindful of what constitutes confidential, restricted or other proprietary information and ensure that such information is never disseminated without express authority;
 - 3.4.3. to ensure that their use of Social Media does not breach any CIGRE/CIGRE UK policies including, but not limited to, its ISM and Data Management Policy, Equality Policy, Disability Policy, Meeting Compliance and General Conditions Concerning Copyright;
- 3.5. Authorised representatives must ensure that their use of Social Media does not damage CIGRE or CIGRE UK, its interests, or its reputation, whether directly or indirectly, in any way.

- 3.6. If an authorised representative is unsure as to the appropriateness of the proposed content they wish to publish, they shall communicate with the CIGRE UK National Committee Secretary at the earliest opportunity to seek guidance and approval.
- 3.7. Postings announcing CIGRE UK technical events, organised by an appropriate section/activity, do not normally require preauthorisation but need to conform with CIGRE's marketing brand guidelines and are subject to compliance with a check list (see Appendix 2). Other non-technical postings require the approval of the Officers of CIGRE UK (requests should be sent to the CIGRE UK National Committee Secretary).
- 3.8. Posting for non-CIGRE supported activities is not permitted on CIGRE UK branded Social Media.

4. Guidance to a Member's personal use of Social Media in regards to CIGRE

- 4.1. The purpose of this guidance is to minimise the various risks to CIGRE (the Association) presented by a Member's own use of Social Media and to outline CIGRE's expectations.
- 4.2. This guidance exists to address the use by Members of the Association of all types of social network and social media platforms including, but not limited to, Facebook, Twitter, LinkedIn, Pinterest, Tumblr, Instagram, YouTube (collectively, "Social Media").
- 4.3. If a member makes any posting, contribution, or creation or publishes any other content which identifies or could identify an individual as a Member of CIGRE, or in which the Member discusses their work or experiences relating to CIGRE, the Member must at all times ensure that their conduct is appropriate and consistent with the ethos of the Association and should bear in mind that the Member owes a duty of fidelity to the Association. A similar situation will apply for the member with regard to ensuring that any posts they make comply with their Company's social media policy and advice.
- 4.4. Unless specifically authorised by CIGRE, Members should make it clear that they are posting on Social Media as themselves, not as the Association, and that all opinions and ideas expressed on Social Media by that Member are those of the Member and do not necessarily reflect the views of the Association.
- 4.5. Members should always be respectful to others when using Social Media and should always be mindful of the fact that their links with the Association may be known to anyone at any time. The conduct of all Members on Social Media may reflect on the Association, whether positive or negative. This applies whether a Member is using Social Media for business purposes or for personal purposes.

5. Review

Policy reviews are to be undertaken annually as part of an annual executive meeting.

Appendix 1

Authorised Social Media

- CIGRE UK LinkedIn account
- Twitter (CIGRE UK & CIGRE UK NGN) accounts
- YouTube (CIGRE UK & CIGRE UK NGN) accounts

Appendix 2

Appendix 2 -Check List for making a post on Social Media				
			Yes	No
1	Title of Post			
2	Date of Post			
3	Name of person making the post			
4	Social Media platforms to be used?			
5		Is the content technically correct and accurate.		
6		Could any of the material be considered as dubious from a legal or moral standpoint?		
7		Does the post follow the graphical guidelines that Central Office has defined?		
8		Does the post discuss any of the following that are not already in the public domain, pricing, production capacity, cost information, confidential market strategies/business plans or other competitively sensitive information?		
9		Does the post recommend the use of any particular vendors, contractors, consultants or endorse the use of particular commercial products or services?		
10		Is the post inclusive and does NOT discriminate against any individual, company, group of individuals or group of companies?		
11		Is any of the content of the post subject to copyright.		
12		Is any person named or shown in the post or any personal data communicated?		
13		a) If so, has the person given their permission in writing to be included		
		Is any imagery or videos involved in the post? If so		
14		a) Has written permission been given by all individuals appearing or in the case of minors from their parents or guardians?		
		b) Has permission been given for the use of any locations featured?		