CITB Social Media Community Guidelines

Contents:

1. Introduction

CITB makes use of a variety of social media channels where we share information and engage with our audience through conversation and other means, including in connection with various CITB programmes and campaigns.

Our Social Media Community Guidelines apply to any engagement with us, our staff or other members of the community on any of our social media channels – whether that is through organic or paid-for means (social media adverts served up through the social media feed).

CITB have put these guidelines in place to ensure that members of our social media community are able to engage with us in a safe manner and are free to comment, ask questions and make suggestions.

By engaging with any of our social media channels, users are agreeing to follow the Community Guidelines set out by CITB. These guidelines are in addition to the Terms and Conditions set out by the social media platforms themselves.

Please also consider that comments and responses on our channels posted by the general public or external bodies do not necessarily reflect our views or the views of the social media channel and are the responsibility of those that have posted them. Likewise, views expressed on third-party websites that are linked to on this page do not necessarily reflect the views of CITB.

2. Guidelines

2.1 Language and conduct

We love hearing comments, questions and queries from our community, but we ask users to mind their language and conduct when interacting with our community and social media moderators. We have a zero-tolerance policy on comments that contain the following kinds of content.

- Bullying/threatening/hate/obscene speech or material
- Masked profanity (i.e. swear words with letters replaced by symbols/numbers)
- Inaccurate/misleading information
- Promotions
- Spam
- Private/sensitive information (i.e. Contact details, addresses etc.)
- Copyright infringement
- Illegal activity, or content that encourages illegal activity.

Comments which include this type of content will be removed from channels and persistent offenders could be removed from participating on our social media channels.

2.2 Personal attacks

We will not tolerate personal attacks on any member of our social media community or members of staff, including personal attacks directed at staff moderating our social media channels and the social media profiles of CITB staff.

We will take steps to block/ban users or remove/hide comments from our page if we deem them to be attacking our community in any way.

3. Comment moderation and responses

We have a team of CITB social media moderators who will respond to user comments/queries as quickly as they can. Our team may not always have the answer, and as a result they may direct you to someone who will. We will never ask for personal details on a public forum, but may ask users to send us a private message on the social platform or send an email to us with more details so we can identify the correct approach to the query.

We check our social media channels regularly during business hours and will aim to respond as quickly as we can.

4. Right to hide or delete comments

We reserve the right to hide posts/comments left on our social media channels if we deem them to not be in keeping with our House Rules or Community Guidelines. If the channel on which the post/comment was posted does not allow it to be hidden, we reserve the right to delete the post/comment.

5. Blocking/banning a user from our pages

We reserve the right to block or ban users and any repeat offenders from our community. This will always be a last resort - we will take the following steps before actioning a ban:

- **Spam users**
  If we deem a user to be spamming our social media channels by inciting hatred, spreading false information, interacting with non-constructive feedback, or being offensive to any member of our staff or community; this will not be tolerated and CITB will take action to block or ban that user from CITB social media channels.

- **Questions, queries, feedback**
  We strive to answer questions/queries as effectively and efficiently as we can. CITB are open to feedback but we ask that this is offered in a constructive manner. If not, we will take the following actions before banning/blocking a user from our social media feeds:

- CITB moderators will engage with users to either offer support in the form of answering a query or directing users to where they can seek the information they are looking for.

- CITB moderators will direct users to our private message forum or put users in contact with a member of CITB staff to discuss anything they've raised.

- If users have not accepted any of our solutions to help with their query and continue to be a disruptive member of the community, we will take action to block or ban them from our page.

6. Disclaimer

The CITB Social Media Community Guidelines are correct at the time of writing but may be updated from time to time by CITB at its discretion.

Every effort has been made to ensure that any information communicated on CITB's social media channels is accurate. CITB does not take any responsibility for content provided on external sites.

The guidelines in no way replace the rules and regulations or the terms and conditions of the social media channels themselves.

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