

# NORTHERN IRELAND POLICING BOARD

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## **SOCIAL MEDIA POLICY AND HOUSE RULES**

## Northern Ireland Policing Board Social Media Policy

We are committed to protecting and respecting your privacy. By using our social media channels you agree to our Social Media Policy.

The Northern Ireland Policing Board (the Board) has a social media presence managed by the Board's Communications Branch.

### Accounts

The Board hosts and manages the following social media accounts:

- [Northern Ireland Policing Board X \(Twitter\)](#)
- [Policing & Community Safety Partnerships X \(Twitter\)](#)
- [Northern Ireland Policing Board Facebook](#)
- [Policing & Community Safety Partnerships Facebook](#)
- [Northern Ireland Policing Board YouTube](#)
- [Policing & Community Safety Partnerships YouTube](#)
- [Northern Ireland Policing Board LinkedIn](#)

### Content

Posts on social media on behalf of the Board will include the following:

- Content relating to public accountability sessions.
- Content relating to the Board's statutory duties and Committee meetings.
- Content relating to Board Members and Staff.
- Content relating to the work of PCSPs and partner agencies.
- Announcements.
- Statements.
- Press releases.
- Content published on the Board's website.
- Awareness campaigns.
- Public consultations.
- Key publication launches.
- Board initiatives and programmes.
- Any other issues the Board considers appropriate.

If you follow any of our social media accounts, we do not automatically follow back. We will use hashtags and mention other social media accounts where appropriate. Being followed, using hashtags or mentioning other accounts does not imply endorsement of any kind.

We will retweet, like and share where we think it is useful or interesting but, again, this is not an endorsement. We will primarily update and monitor our social media accounts during normal office hours, Monday to Friday. Our social media accounts may occasionally be unavailable and we accept no responsibility for our lack of service due to any downtime. When making announcements, we will communicate first via social media when we think that this is the right approach.

We welcome feedback, ideas and engagement and will try to join the conversation where possible, and where it is right to do so. Where we can, we will point you to additional information already in the public domain.

We are not able to reply individually to all messages we receive via X (formerly known as Twitter) or Facebook. Emerging themes or helpful suggestions are routinely passed on to policy colleagues in the Board.

When you like, share or comment on one of our posts, you should be aware that this will be publicly available. We may use your contact information/usernames to respond to messages/comments you send to us. If you post publicly on social media, we may share/retweet your post with our followers. Usernames of our followers are publicly available on our social media channels.

We may also receive information about you from third parties such as other social media users if they mention you, tag you or share a photo of you. When we upload content to social media we may also tag, share photos and content.

We may use analytics or third parties to analyse our social media channels for trends, insights and engagement.

You may unsubscribe/unfollow us at any stage.

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 house rules.
- 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 and comments that we feel are inappropriate.
- We will report and seek to remove any social media profiles that are set up using departmental imagery without permission.

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

- Bully, harass or intimidate any individual or organization.
- Are unlawful, libelous, 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 commenting in which the aim is to provoke a response).
- Advertise products or services
- Are irrelevant or off-topic.
- Are disruptive.
- 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.
- Has an offensive username.

We do not engage in party politics.

Social media accounts are not a point of contact for media enquiries, which should be directed to the Communications Branch in the first instance. We do, however, reserve the right to comment on inaccurate coverage or comment.

Northern Ireland Policing Board social media accounts are not a point of contact for requesting meetings or comment on any issue. The usual way of contacting the Board for official correspondence is to email [information@nipolicingboard.org.uk](mailto:information@nipolicingboard.org.uk), or call on 02890 408 500.

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

Revised: October 2024

Date of next review: November 2025

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## DOCUMENT TITLE

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**Northern Ireland Policing Board  
Social Media Policy and House Rules**

## ONLINE FORMAT

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This document is available in PDF format from our website. This document may also be made available upon request in alternative formats or languages. Requests should be made to the Northern Ireland Policing Board.

## DISCLAIMER

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While every effort has been made to ensure the accuracy of the information contained in this document, the Northern Ireland Policing Board will not be held liable for any inaccuracies that may be contained within.