

# Use of Social Media

## Why this Policy matters

Failure to follow the editorial guidance in our use of social media, in both personal and BBC professional accounts, could damage the BBC's reputation for impartiality and bring the BBC into disrepute.

## Who this Policy applies to

This Policy applies to you if:

1. You work for, or represent, the BBC or one of its subsidiaries, and
2. You use social media, on personal or BBC accounts.

This includes, but is not limited to:

- employees, full-time or part-time
- those on a fixed term or temporary contract
- freelancers, contractors or consultants
- volunteers or interns

**Senior leaders and those working in news and current affairs, factual journalism, or presenting BBC Flagship Programmes have additional responsibilities.**

## The essential things you must do or not do

1. You are expected to behave professionally on social media, treating others with respect and courtesy at all times.

Within the guidance on personal use of social media, you may read [specific guidance on maintaining respect and civility in public discourse](#).

2. If you work in news, current affairs, factual journalism or you are in a senior leader band, or if your role requires you to act in a senior leader capacity, you must uphold the BBC's impartiality on social media on any personal social media accounts.

Within the guidance on personal use of social media, you may read [specific guidance on upholding impartiality](#).

You may read [specific details about impartiality in the BBC Editorial Guidelines](#).

3. If you present a BBC Flagship Programme, during the periods when your Flagship Programme(s) is on air, and for a two-week window before and after the series, you are required to take on additional impartiality commitments on any personal social media accounts.

You may read more about [what constitutes BBC Flagship Programmes](#).

You may read more about [flagship presenter impartiality commitments](#)

4. You must get approval from the Social Leadership Group before creating a new BBC social media account.

All BBC social media accounts are governed by the Editorial Guidelines. All BBC social media accounts will have a designated account owner.

5. You must be vigilant in protecting the security of BBC social media accounts and report compromised accounts immediately.