



















SOCIAL MEDIA CHECKLIST

	<p>Comply with the ASAI Code which says amongst other things that advertising (including on social media) should:</p> <ul style="list-style-type: none">• be legal, decent, honest and truthful.• be prepared with a sense of responsibility to consumers and society.• respect the principles of fair competition generally accepted in business.• not mislead by inaccuracy, ambiguity, exaggeration or otherwise <p>Anyone who posts on your behalf, such as a Virtual Assistant or your employees also need to comply with the ASAI Code.</p> <p>See our Advertising Checklist for more details on this</p>
	<p>Do not make any defamatory statements about anybody (i.e. statements which make people think worse of someone.</p>
	<p>Do not disclose confidential information, such as working for particular clients or any of their confidential or other business information, without obtaining the information owner's prior consent.</p>

	Do not breach a third party's copyright or other intellectual property rights. If in doubt, check that you have the right to use the content before posting it. Be particularly careful when using images that you are licensed to use them.
	If you outsource your social media, make sure that you provide them with your social media policy and use the Freelance Agreement with them that contains restrictions on the images that they use and other protections for you in case they don't comply with the Social Media Policy.
	If you have employees who use social media on your behalf, put in place a social media policy so that they are in no doubt as to what content they can post and what they can't
	If you have employees, then even if they don't use social media on your behalf, put in place a social media policy as to what they can and can't say on their personal social media pages. Even if they have a disclaimer saying that their comments are their own views and not those of their employers, their posts can still reflect badly on you.
	Do not make racist, sexist or other discriminatory remarks. You could face a jail sentence.
	Do not make any false statements that induce another person to do something (e.g. buy your products or services) or you could face a 2-year prison sentence. If you are a professional or other skilled person you should take care not to make careless tweets.

	If you have a blog or any other online presence that allows users to upload their own content, you need to put a Terms of Use Policy in place to protect against liability for defamation and breach of intellectual property rights.
	If endorsing a product (on a blog or in a tweet for example) when you are paid either in cash or in kind (for example, being allowed to keep goods that you have reviewed), ensure that you have made it clear that you have been paid or have kept the goods. You could use the words #sponsor #ad on Twitter.
	Comply with the relevant platform's rules of use such as Facebook rules on competitions – ignore them at your peril as many small business owners have found when they have not complied, and their page has been deleted. See the webinar on Facebook competitions* for more guidance on this.
	It goes without saying but do not post any obscene, indecent or illegal content.
	Do not harass or victimise anybody on a social media platform.
	Do not impersonate someone on social media or you could face charges of fraud and prison.
	Do not make any menacing (creating fear or apprehension) or threatening (where a person believes that they are in danger of being harmed) statements on social media.

	Do not breach a court order such as disclosing the name of a victim where that victim's identity has been protected by the court.
	Use your common sense – if you don't want content out there in the public domain, don't post it

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