



Labour Party Social Media Guidelines

October 2020

The Labour Party believes in open communication, creating and contributing to a culture of openness and mutual respect. As a member of the Party you are encouraged to debate and have discussions about political, national and local issues in a respectful and dignified manner. In addition, you are encouraged to spread the word about what we stand for, who our public reps and candidates are and promote issues we are campaigning on.

While social media creates new opportunities for personal expression, it also creates new responsibilities. New ways of online communication are changing the way we talk to each other and to voters.

Since the term social media is used a number of different ways, we want to make sure you understand what we mean when we say social media. Social media is any tool or service that facilitates conversations over the internet. Social media applies not only to traditional big names, such as Facebook, Twitter and Instagram, but also applies to other platforms you may use that include user conversations, such as WhatsApp.

If you participate in social media and associate yourself with the Labour Party, any statements, images or material you post may be perceived as being on behalf of The Labour Party. These Guidelines apply to all external social media situations where you identify yourself as a member of Labour Party, interact with other Labour Party members, public representatives and staff or comment on Labour Party social media posts.

These Social Media Guidelines were created in order to protect the Labour Party's reputation, to facilitate respectful, dignified and edifying debate, for compliance with applicable law and regulations, and to empower members to be advocates for the Party. All Labour Party members are asked to comply with the below list of Guidelines.

1. Take care and ensure what you post to your social media account is factually correct.
2. Be responsible and respectful: You are personally responsible for the comments and content you post on social media. Do not post comments or content about Labour members, public reps or staff that are threatening, bullying, violent, obscene, intimidating, harassing, discriminatory or that could contribute to a hostile environment on the basis of race, sex, disability, religion or any other status protected by law.
3. Safeguard confidential information and personal data: Do not misuse or disclose confidential information. Do not misuse personal data of others. Misuse may include disclosure of certain personal data without consent such as address, phone number or photo.
4. Please remember that the internet never forgets. This means everything you publish will be visible to the world for a very, very long time. Common sense is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, review.
5. Be the first to respond to your own mistake.
6. Respect all copyright and other intellectual property laws.

Please note that any other member who objects to your online statements or behaviour, whether directed at members or non-members, has a right to make a complaint to Head Office if you engage in conduct unbecoming of a Party member or that may bring the Party into disrepute.