

# The Role of Data Protection in Social Media



Social Media offers an abundance of interactive opportunities to reach and teach more individuals about Road Safety and the incredible work our Groups do on a daily basis.

Social communications form a central part of how people send and receive information today and it is important to remember that the General Data Protection Regulations (GDPR) apply to Social Media too. A single post can reach millions of people across the globe and organisations are required to protect any confidential information they hold

Please find below our **Top Tips** to remain safe and compliant when posting on Social Media on behalf of your Group:

- If you are posting a personal opinion onto your Groups page, ensure that you make that clear. Otherwise, you could create a liability problem for your Group.
- Do not post any misinformation.
- If you are concerned that a post may cause legal problems.... don't post it or remove it immediately. Potential problem areas include confidentiality, defamation, discrimination, obscenity, etc.
- Set standards for Social Media replies, do not disclose confidential information on public page and encourage individuals to use formal communication methods where appropriate.
- Formalise a response plan for any individual that breaches any of the above. This can include immediately removal of the offending post/comment, removing access to the Group Social Media page, etc.
- Ensure that your business's social media doesn't infringe the IP rights or trademarks of any other business.
- Confirm which Group Committee members have access to the Groups Social Media pages and permission to post.
- A Social Media Policy can help to define what can and cannot be posted by Group Committee Members with access and help to define a Groups 'tone of voice'.