



PIPA Information Sheet

IS03 – Social Media Policy and Guidance

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Title	SOCIAL MEDIA POLICY AND GUIDANCE
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1. Purpose and Scope

As the online landscape continues to mature, the opportunities for PIPA members to communicate with customers, each other and the world are evolving. Social media creates opportunities to promote the PIPA scheme and for personal expression, but it also creates risks and responsibilities. You should assume that anything you do on social media – whether on a business or personal account – could be viewed by a colleague, supervisor, partner, supplier, competitor, investor, customer or potential customer. Your activity on social media reflects on the PIPA scheme and can adversely impact our position, and, subject to applicable law, will not be exempt from this policy just because it occurred on a personal account or as a PIPA or PIPA PLG member.

2. Related Policies and Consequence of Violations

As a PIPA scheme member you are expected to adhere to this policy on social media, including but not limited to Twitter, LinkedIn, Instagram, Facebook, WeChat, YouTube, Flickr, Twitch, blogs, wikis or any other tool or service that facilitates interactions over the internet.

This policy supplements other PIPA scheme policies and standards, including the code of conduct. If your post would violate a PIPA scheme policy in another forum, it will also violate it on social media. Members who violate this or other PIPA scheme policies may be subject to disciplinary action up to and including termination of membership.

3. Be professional, be helpful and be polite!

Consistent with our Code of Conduct, every PIPA scheme member must be respectful to others when conducting business on behalf of PIPA or when they identify, or could be identified, as a PIPA scheme member.

Remember, even when you are on a personal account, your social media activity could be seen by customers or potential customers, so you should treat every interaction on social media as if you are dealing with a potential customer. While we value our members' privacy and a diversity of perspectives.

The PIPA Scheme has zero tolerance for racism, bigotry, misogyny, express or implied threats of harassment or physical harm, or hate speech.

“Hate speech” includes any speech – or endorsement or promotion of speech – that is derogatory toward a person or group of people based on a protected classification. This can include but is not limited to;

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

For example, speech that dehumanises, ridicules, or condones or promotes violence against a protected class of people is hate speech.

How you say something can matter as much as what you say. You should not bully, harass or threaten violence against anyone on or outside of social media. If you find yourself in a disagreement on social media, use a respectful tone or disengage.

4. Protect Information

You are also prohibited from sharing customer or scheme member personally identifiable information on external social media sites. For example, if you engage with a customer about a complaint or comment on social media, you should not include any identifying information about that person in your posts. As a rule, you should never post personal information about someone else on social media without their permission. This could cause damage to that person, to your reputation and relationships, and to the PIPA scheme.

5. Be Transparent and Disclose

When you talk about the PIPA scheme on social media, you should disclose that you are a member of the scheme. Your friends may know where you work, but their network of friends and colleagues may not, and you don't want to accidentally mislead someone. The disclosure needs to be in a place that is hard to miss, so simply having it in your bio, buried between two other hashtags, or in a place that requires the viewer to click or go somewhere else to see the disclosure is not enough.

6. Follow the Law. Follow the Code of Conduct

To avoid violating trademark, copyright or publicity rights, do not post images or other content without the consent of those who own or appear in the media. When you quote others, be sure to credit them and, if appropriate, add a link. You are also personally responsible for complying with any terms of the social media platform you are using. These terms differ across platforms, and can include detailed community standards. You should familiarise yourself with the terms and standards for each platform you use.

7. Be Responsible

Make sure you're engaging in social media conversations the right way. Your communications should typically reflect your area of expertise, particularly if you are communicating with a customer or otherwise about or on behalf of the PIPA scheme. All PIPA members are encouraged to speak about the scheme and share news and information, but only authorised and trained spokespeople may speak on behalf of the PIPA scheme and issue official PIPA scheme responses.

If you see something being shared related to the PIPA scheme on a social media platform that shouldn't be happening, immediately inform the PIPA secretariat or a PLG member.

Always remember that anything posted in social media can go viral or be screenshotted, reshared or reposted as there is very little privacy protection for anything shared on social media, no matter what your privacy settings may be.

If you mistakenly post something on a social media platform, it will be hard to delete completely. You should avoid posting content that might contain legal conclusions, intellectual property that belongs to others, or defamatory or inflammatory language. Everything you post online can be traced back to you, so be sure what you post is appropriate before you post it. Your post might be shared with others and archived even if you delete it later. Even if you put something in your bio about your content being just your own, that might not stop someone else online from complaining about your activity and noting that you are a PIPA scheme member.

8. Social Media Account Ownership

If you participate in social media activities as part of your role in the PIPA Scheme on an account created for that purpose, that account is considered PIPA scheme property and remains so if you leave the scheme or your role on the PLG — meaning you will not try to change the password or the account name or create a similar sounding account or assert any ownership of the account or the contacts and connections you have gained through the account. Any materials created for or posted on the account will remain PIPA scheme property. This doesn't apply to personal accounts that you may access at work but does apply to all PIPA scheme and affiliate branded accounts.

Any questions

Please contact the PIPA secretariat and we will try to help.