

UKAS Social Media Principles

Introduction

UKAS uses social media platforms such as Twitter, LinkedIn and YouTube as a tool to communicate quickly, clearly and in an engaging manner to those interested in the work of UKAS. This document outlines the principles relating to UKAS conduct on social media, which is not exhaustive due to the rapid pace of social media and modern technology.

Content posted by UKAS on these channels includes, but is not limited to:

- links to UKAS published news releases, latest updates and developments, job vacancies, videos, publications and other approved, publicly available UKAS material.
- links to relevant information produced and published elsewhere (work of other accreditation bodies, partners, stakeholders, researchers, news organisations and others). This can include videos, news items, and sharing of content from other users.

Social media content (tweets, posts etc.) should not be considered as the authoritative source of new policy or guidance from UKAS. Any change in UKAS policy will be communicated through more traditional channels such as formal publications, the UKAS website, Update Newsletters and media releases.

Complaints, Feedback & Requests

UKAS encourages those who wish to make a complaint, provide feedback or request information to follow traditional channels, such as telephone or email, to ensure a comprehensive and prompt response. The relevant contact details can be found on the UKAS website <https://www.ukas.com/contact/>.

This also applies to media requests.

Engagement

Content Sharing

UKAS may share content, such news and links, that is considered relevant and/or of interest to those who follow UKAS. Repeated Tweets (RTs) or any content that UKAS shares does not imply UKAS endorsement of any specific organisation, product, or service.

Following

UKAS follows accounts on social media platforms that are considered relevant to its work. This could include companies, other commercial enterprises (and/or their employees) who comment on, or are associated with standards, conformity assessment and accreditation related issues. UKAS' decision to follow a particular user/account does not imply endorsement of any specific individual, organisation, product, or service.

UKAS will endeavour to follow its customers that are active on social media and encourages customers to follow the UKAS account to raise awareness of their presence in this regard.

Comment Moderation

Whilst discussion and conversations about UKAS published content is encouraged between users, UKAS will not be actively involved. Contributions in this regard will generally be limited to correct misinformation or clarify fact.

UKAS reserves the right to remove any comments that are considered to use inappropriate language, be vexatious or aggressive in nature or appear to be spam/irrelevant. Should this behaviour persist, UKAS also reserves the right to block users from its account.

User Interaction

UKAS will endeavour to read all private/direct messages, replies and mentions and may respond to them if required. Please note that, due to resource availability, it is not always possible to respond, and UKAS encourages users to make contact through more traditional channels if their question or comment requires urgent attention.

Availability

UKAS is committed to providing regular updates and content across social media platforms. Monitoring of UKAS social media accounts is limited to regular office hours i.e. Monday to Friday, 09:00– 17:00. However, like many social media users, UKAS may monitor and respond outside of these hours but it cannot be relied upon.

If you have questions about these principles, please contact communications@ukas.com