



UKAS Social Media Principles

Introduction

UKAS uses social networks such as Twitter and LinkedIn as tools in its efforts to communicate clearly, quickly and in an engaging manner to people interested in our work.

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

- links to news releases and latest 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 retweets (RTs) from other Twitter users.

Retweets (RTs)

We may retweet or share news, links and personal comments we believe are relevant to the work we do, or of interest to those who follow UKAS. Tweets we repeat (RT) or share do not imply endorsement on the part of UKAS.

Social Media as a source of official policy

Tweets or posts 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 official publications, statements on our website, Update and media releases.

Following

UKAS' decision to follow a particular Twitter or LinkedIn user does not imply endorsement of any kind. We follow accounts on Twitter and LinkedIn we believe are relevant to our work. This could include following the Twitter or LinkedIn accounts of companies and other commercial enterprises (and/or their employees) who comment on standards, conformity assessment and accreditation related issues. UKAS will make best endeavours to follow customers if we become aware that they are active on Twitter or LinkedIn.

Availability

We commit to updating and monitoring our Twitter account during regular office hours: 0900 – 1700. However, like many social media users, we may monitor and respond at other times of the day.

@Replies and Direct Messages

We will read all @replies and Direct Messages sent to us and may respond to them if required. Please note that, due to resource availability, it is not always possible to respond and we encourage users to use other ways to contact us if their question or comment requires urgent attention.

Complaints and Media Requests

We encourage you to follow traditional channels to make a media request, to provide feedback or to make a complaint. Contact details can be found on the UKAS website

<https://www.ukas.com/contact/>

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