**SSC Social Media Principles**

Introduction

SSC 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 SSC. This document outlines the principles relating to SSC conduct on social media, which is not exhaustive due to the rapid pace of social media and modern technology. Content posted by SSC on these channels includes, but is not limited to:

• Links to SSC published news releases, latest updates and developments, job vacancies, videos, publications and other approved, publicly available SSC 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 SSC. Any change in SSC policy will be communicated through more traditional channels such as formal publications, the SSC website, Update Newsletters and media releases.

Complaints, Feedback & Requests

SSC 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 SSC website https://www.SSC.com/contact/.

This also applies to media requests.

Engagement

Content Sharing

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

Following

SSC 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. SSC’ decision to follow a particular user/account does not imply endorsement of any specific individual, organisation, product, or service. SSC will endeavour to follow its customers that are active on social media and encourages customers to follow the SSC account to raise awareness of their presence in this regard.

Comment Moderation

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

SSC 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, as well as comments which appear to be promoting non-SSC products or services. Should this behaviour persist, SSC also reserves the right to block users from its account.

User Interaction

SSC 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 SSC encourages users to make contact through more traditional channels if their question or comment requires urgent attention.

Availability

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

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