

## **IDI Guidance on the Use of Social Media**

### **About this guidance**

This guidance provides guidelines on the ethics of using social media, and some issues to think about. It is not intended as a comprehensive guide to Social Media, it is just a re-stating of the intention of the IDI Code of Conduct.

### **1. Introduction**

IDI realises that social media is now well-established, as a means of communication and promoting business. IDI members must act online in exactly the same way as they are required to off-line, in an ethical and professionally appropriate manner.

### **2 The Focus**

The focus of this guideline is on engagement and participation and any associated Social Media activities. It refers to existing forms of social media in common use, but we are also aware that the world of social media changes quickly and that new platforms and other ways of interacting within virtual communities will be developed over time. We will update these guidelines as appropriate. This document provides broad principles on the use of Social Media and relates to IDI Members engagement and promotional material via Facebook, Twitter etc.

### **3. Broad Principles**

IDI Members and IDI Members' companies must act in a legal, decent, fair, honest and truthful manner on Social Media.

Anything you say online must contain only truthful and factual statements.

All involvement and promotion by Social Media must be fair to clients and other designers.

The broad principles and points of this guidance will remain relevant to the evolving world of social media. IDI Members must ensure that their staff who are engaged to work on Social Media on their behalf must observe these principles and also follow this guidance.

### **4. Some Practical Steps**

Ideally, you should keep your personal and professional social media profiles separate.

Remember at all times that you are communicating in a public sphere - pay attention to tone and accuracy.

It is useful to consider managing the potential risks involved.

We encourage IDI Members to be fully aware of and manage all issues of safety and professional ethics in the use of social media.

Your own business social media should be controlled by basic governance rules that guide and limit how you use social media, and what you say and how you say it. These internal rules could include issues of plagiarism, copyright and confidentiality issues related to work, clients etc.

Make sure that you:

- Are clear about how you plan to use social media.
- Are professional and appropriate in your approach and tone of your involvement
- Always check that any approach is consistent with the Code of Professional Conduct produced by IDI
- Always ensure you monitor discussions and intervene where appropriate.
- Always ensure that someone checks the Facebook page, Twitter feed or other type of social media often enough to respond (e.g. To reply or remove a post) in a timely manner and minimise upset.
- Agree terms and conditions e.g. for a Facebook page, for use of the site that people sign up to.
- Always outline what is expected in terms of courtesy, and explain that offensive or defamatory posts will be deleted and that people can be removed
- Try to plan ahead about ways of handling any inappropriate behaviour - e.g. offer to talk with people offline.