



BEDE EVENTS SOCIAL MEDIA GUIDELINES

CONFIDENTIALITY AND THE NEED TO KNOW PRINCIPLE

When volunteering at BEDE Events, we know you will understand the need to act with integrity, confidentiality and discretion at all times.

Whatever your role, you will be privy to information relating to the operation of the event – this could be the information you receive in your morning briefings or things you might overhear from competitors or members of the media. To help avoid reputational harm it is important that you follow the need to know principle.

- Only share information with those who are entitled to it. If in any doubt contact your steward who will be able to offer guidance.
- Be aware of your surroundings when discussing information about the event. Please do not discuss event policies, procedures or information of note in public places.
- Whilst we encourage you to use social networking sites, such as Facebook and Twitter, whilst at the event, we ask you to pause for thought before posting something that could be misinterpreted or have a negative impact on the event. Please also avoid mentioning specific details of your role and the operations within your team. Always follow the need to know principle when it comes to sharing information in this way (this includes blogs, photo/video uploads, status updates, tweets and check-ins).

Social Media DO's:

- We encourage you to re-tweet, share or pass on posts made by BEDE Events Facebook or Twitter as this will help us to circulate official information.
- Encourage your friends to follow our social media channels.

Social Media DON'Ts:

- React to a comment made by somebody else on your own, or someone else's profile regarding BEDE Events.
- Provide any information that is not in the public domain such as operational processes, particularly in the event of an accident.
- Share specific details of your role or any information about internal activities/operations within your area.