



SOCIAL MEDIA GUIDELINES FOR CONTRIBUTORS

ADVICE FOR TALENT

Talent may wish to engage with online activity related to the programme using a public social media account, (*having a separate private account* for personal use). Talent should be mindful that they, as a representative of the programme and Sky, should act with courtesy and consideration using appropriate language and not undertake activity that brings either the programme, channel, or Sky into disrepute. It is recommended that; should talent wish to engage with social chatter surrounding a programme, to interact with positive comments and withdraw from negative discussion or abusive comments. *Further specific guidance developed with internetmatters.org for briefing young talent is available via your production contact*

PRIVACY SETTINGS

It is recommended that all contributors review the privacy setting on their social media accounts to make them secure as possible. For details on how to do this please visit <https://www.internetmatters.org/parental-controls/social-media/>

ADVICE FOR CONTRIBUTORS

Social chatter around TV shows is inevitable and for the most part will be positive. However, contributors are advised that unfortunately some online comments can be insensitive, cruel and at times even criminal. These tips should help you to protect yourself. Please read them carefully and consider whether you wish to engage with social media chatter during the transmission period of your show. We recommend that all contributors review the privacy settings on their social media accounts if taking part in a programme. If you'd like help with this, please contact your production company.

- Online chatter will be at its peak during the broadcast of any series, so be mindful that engaging with social media at this time may open you up to scrutiny. Whilst we don't want to deter you from engaging, we want to ensure that you're prepared for both the benefits and the pitfalls.
- It's important to note that whilst Sky can offer advice, guidance, and support, individuals are responsible for their own conduct on social media.
- If you do engage, only interact with positive comments. If an interaction turns negative, do not engage any further in the conversation. Report it to your contact at the production company, who can then escalate to Sky, who may be able to offer advice and support.
- Winning an argument on the internet is virtually impossible. Do not engage with negative or abusive comments, no matter how personal or upsetting they may be. If you feel victimised, bullied, or think a criminal offence may have been committed, contact your production company, who can then escalate to Sky.
- All major social networks provide 'block' and 'report' facilities, which you should use to filter out abusive messages.
- If you're subject to online abuse, take screenshots of the messages and send them to your contact at the production company, who can then escalate to Sky.
- If an imminent threat has been made to your personal safety, take a screenshot of the message, and notify both the police and the production company, who can escalate to Sky. Do not engage with the poster of the message.