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# Social Media Policy

## Overview

Merrionstreet.ie is an official website of the Irish Government which provides news, updates and information to citizens from across Government. The Merrion Street social media channels also provide news, updates and information to the public. This policy outlines the social media platforms that are currently used, what you can expect on each of them, and how we interact with members of the public on these platforms.

The Merrion Street social media channels allow us to connect with citizens in a timely and efficient manner. We can share news and information easily and quickly, delivering on our commitment to transparency. Given the size of the social media audience, there is an onus on Government to communicate with citizens where they choose to consume media.

Our use of social media platforms is not intended as a means of contacting the Taoiseach directly or of submitting press queries.

Contact details for the Government Press Office are here: <https://www.gov.ie/taoiseach>.

At the time of writing, the Merrion Street team manages Twitter, Facebook, Instagram, LinkedIn, YouTube and TikTok accounts.

## What to expect on our Social Media Platforms

The Merrion Street social media accounts are managed by the Merrion Street staff who are part of the Government Information Service (G.I.S.) in the Department of the Taoiseach. Posts will usually be published by staff of Merrion Street but may also be posted by other staff in G.I.S.

The staff who work on MerrionStreet.ie adhere to the Civil Service Code of Standards and Behaviour.

When following our social media accounts, you can expect information covering some or all of the following:

- Press releases and speeches relating to the activities of the Taoiseach, Ministers, Ministers of State and Government Departments.
- Event information and occasional live tweeting of events including text, photography and video.

- Communications around Government Information Campaigns
- Emergency communications – for example, severe weather warnings and updates and advice around same.
- Live streams of press conferences from the Government Press Centre and other locations on occasion.

## Who We Follow

We follow other Government Departments and Agencies, Ministers and Ministers of State, International Governmental organisations, news organisations and other bodies relevant to our function.

Following us on social media platforms will not automatically result in us following you back.

## Availability

Social media platforms may occasionally be unavailable and we accept no responsibility for lack of service due to such downtime.

We update and monitor our social media accounts during normal office hours Monday to Friday. We may also update and monitor the accounts outside of these hours at our own discretion.

## How We Interact

Where possible, we will respond to requests for information. However, we may not be able to reply individually to all the messages we receive via our social media accounts.

The best means of communicating a query to us is via the Government Press Office: <https://www.gov.ie/taoiseach>.

Please do not include personal/private information in your tweets or messages to us.

## Abusive/Spam Tweets or Comments

Abusive or spam tweets or comments may result in followers being blocked and reported directly to the platform complaints section.

While we welcome comments and participation on this page, we do not accept responsibility for the content of any comment and reserve the right to remove comments that:

- Contain abusive, obscene, indecent or offensive language, or link to obscene or offensive material.

- Are completely non-relevant to the item posted.
- Constitute spam or promote or advertise products.
- Are designed to cause nuisance to the page administrator or other users.

For serious and/or persistent breaches of the moderation policy, we reserve the right to prevent users from posting further comments.

Comments are generally disabled on the Merrion Street YouTube page. We reserve the right, however, to allow comments on occasion. Comments posted on videos are the views of individuals and do not represent the views of the Government. We do not accept responsibility for the content of any comment and reserve the right to remove comments that:

- Contain abusive, obscene, indecent or offensive language, or link to obscene or offensive material.
- Are completely non-relevant to the item posted.
- Constitute spam or promote or advertise products.
- Are designed to cause nuisance to the page administrator or other users.

### **Follows/RTs/Shares ≠ Endorsement**

We frequently retweet/like/share the content of other Government Departments and Agencies as well as content from the accounts of the Taoiseach and other Cabinet members. Likes, retweets or shares are not an endorsement.