



**An Roinn Forbartha
Tuaithe agus Pobail**
Department of Rural and
Community Development

Social Media Policy

Corporate Support Unit

May 2023

Policy:

The Department of Rural and Community Development's social media accounts are managed by the Department's Press and Communications Unit. This policy details the type of content we publish as well as how we interact with others on the platform.

Our social media accounts allow the Department to communicate news and updates in a timely manner. It is not intended as a means for submitting press queries; contact details for our press office is available at www.gov.ie/drcd

Content:

If you follow us on social media, you can expect posts covering some or all of the following:

- Press releases on the Department's activities and Ministerial speeches
- Event information and occasional live coverage of events
- Important updates from the Department
- Alerts about the new content on our website
- Other practical information on services available through the Department
- Emergency updates - i.e. Updates and advice relating to COVID-19 or severe weather warnings

Who we follow:

If you follow us on social media, we will not automatically follow you back. The Department's accounts follow DRCD-affiliated social media accounts, other Government Departments, Houses of the Oireachtas, relevant European institutions and accounts of particular relevance to Ireland.

Replies and Direct Messages:

We welcome feedback from our followers and will try to join the conversation where possible and relevant. However, we may not be able to reply individually to all the messages we receive via social media.

Please do not include private or personal information when contacting us via social media. The best means of communicating a query is by contacting the Department via the details on our website.

Likes or retweets from our accounts do not equal endorsement. Abusive or spam tweets will result in followers being blocked and reported directly to Twitter.

Abusive/Spam Language:

Abusive or spam tweets, posts and comments will be deleted and it might result in followers being blocked and reported directly through the dedicated channels of the social media platform where the abuse took place.

Availability:

The social media platforms we are active on may occasionally be unavailable and we accept no responsibility for lack of service due to platform downtime. Typically, we update and monitor our accounts during normal office hours – 9am – 5:30 pm Monday to Friday. We may also update and monitor the accounts outside of these hours at our own discretion.

Our Social Media Presence:

We operate on five different social media platforms- Facebook (Department of Rural and Community Development), Instagram (@deptrcd), LinkedIn (linkedin.com/company/drcd), Twitter (@DeptRCD) and YouTube (@DeptRCD). In addition to our main social media accounts, the Department and its agencies also operate the following Twitter feeds:

TidyTownslre: @TidyTownslre

Libraries and Community Policy: @Community_hubs

Pobal: @Pobal

Water Safety Ireland: @IWSie

Charities Regulator: @Charities_Reg

Western Development Commission: @WesternDevCo