

# Guidance on the acceptable use of social media



Document Control

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1.0	First release	M Thomson	03/03/26

## **Rules and Guidance (for the Public)**

The Highland & Western Isles Valuation Joint Board uses constituent authority social media platforms to keep people informed about the services that we provide, including public engagement for promotion of electoral registration in the lead up to elections or the annual canvass of electors. In future the Board may wish to adopt its own social media platforms.

Social media sites are administered by constituent authority staff and are generally monitored during normal office hours. They are not routinely monitored 24/7.

If you wish to make a complaint about our service, please don't use Facebook or Twitter. For help with services or to make a complaint, please call 01463 575395 or visit [www.saa.gov.uk/h-wi-vjb](http://www.saa.gov.uk/h-wi-vjb)

To make a Freedom of Information request please write to us at: The Highland & Western Isles Valuation Joint Board, Moray House, 16-18 Bank Street, Inverness, IV1 1QY or e-mail [assessor@highland.gov.uk](mailto:assessor@highland.gov.uk)

Our constituent authorities reserve the right to remove any contributions or block accounts to their social media sites that break the following rules or guidelines:

- Be civil, tasteful and relevant.
- Do not post messages that are unlawful, prejudicial to court proceedings, abusive, harassing, defamatory, threatening, harmful, libellous, obscene, profane, sexually oriented or racially offensive.
- Do not swear.
- Do not make offensive remarks about someone else.
- Do not post content copied from elsewhere, for which you do not own the copyright.
- Do not post the same message, or very similar messages, more than once (also called "spamming").
- Do not publicise your, or anyone else's, personal information, such as contact details.
- Do not advertise products or services.
- Do not impersonate someone else.

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