

Social Media Moderation Guidelines

‘The art of conversation is the art of hearing as well as of being heard.’

William Hazlitt, Selected Essays

These guidelines relate to the Facebook, Twitter, Instagram, LinkedIn and YouTube accounts moderated by The Reader: @thereaderorg, @Calderstones and @thestorybarn.

We actively encourage and welcome open, relevant conversations with our followers on our active social media channels. However, we also reserve the right to remove comments if we deem them to be inappropriate. In some cases, we reserve the right to ‘ban’ or ‘block’ users from posting to our social media pages depending on the frequency, scale or content posted.

We politely ask that those who post on our channels follow these principles:

- stay on-topic
- respect other comments and individuals (comments should not be malicious or offensive in nature, and should not constitute a personal attack on a person’s character)

Inappropriate comments or content includes messages that:

- are unrelated to the topic of the original post
- are abusive or hurtful comments based on race, religion, gender, nationality or sexuality or other personal characteristics
- break the law (this includes libel) condone illegal activity or break copyright
- swear, make malicious or offensive comments
- reveal personal details, such as National Insurance numbers, private addresses, phone numbers, email addresses or other online contact details
- impersonate or falsely claim to represent a person or organisation
- make comments which are party political in nature

For serious or persistent breaches of our moderation policy we reserve the right to stop people from posting further comments.

Following

The Reader’s decision to follow individuals and organisations does not imply endorsement. We follow accounts that we believe are relevant to our mission and values.

Availability

Our social media accounts are updated and monitored during regular office hours: 09:00 – 17:00, Monday – Friday. We may also monitor and respond during other times depending on availability.

@Replies and Direct Messages

We read all @replies and Direct Messages we receive and, when possible, we will respond to them. If you have an urgent question or comment, we encourage you to contact us using the details published on this website.

Complaints, Media Requests and Personal Issues

If you wish to get in touch us about any of the above, please call us on 0151 729 2200.

Staff on Social Media

Many of our staff and volunteers are active on social media under their own names or pseudonyms. Their posts relate to their own personal opinions and don't represent the views of The Reader.