

Northern Lighthouse Board Social Media Policy

Facebook

The Commissioners of Northern Lighthouses Facebook account is managed by the Commissioners of Northern Lighthouses, known as the Northern Lighthouse Board. We currently use Facebook to raise awareness of our services.

Content

On Facebook our followers can expect an average of between 1-2 messages a week, although this may increase, the type of messages we will post are:

- Notice to Mariners - these are issued as an official communication to advise mariners of long term changes to Aid to Navigation service provision. They provide essential information and advice to those navigating within Scottish and Isle of Man waters. Both permanent and temporary changes to Aids to Navigation are also notified by Radio Navigation Warning,
- Job Vacancies,
- Statements or news releases about current issues/events,
- Information about our lighthouses or services,
- Items available for sale.

Following

If you Follow or Like us on Facebook we will not automatically Follow you back, Like your page(s), add you as a Friend, or join your account. However, being Followed or Liked by the Northern Lighthouse Board does not imply endorsement of any kind by the Northern Lighthouse Board.

Availability

We will update and monitor our Facebook account during office hours, 9am-5pm UK time, Monday to Friday. It is not routinely monitored 24/7.

Never use Facebook to report a defect or damage to any of our aids to navigation, if you notice a defect or damage please telephone 08000 326655 (freephone) to report the fault.

Facebook may sometimes be unavailable and we accept no responsibility for lack of service due to downtime or other events beyond our control.

Comments policy

1. We welcome feedback and ideas, however we ask that you do not post messages which:

- are offensive, indecent or obscene;
- can reasonably be considered as harassment of, or insulting to, other people or organisations;
- has been obtained from elsewhere, for which you do not own the copyright or is in breach of a licence agreement;
- is spam (electronic junk mail) or chain email;
- could, by their presence on the Northern Lighthouse Board Facebook, be expected to embarrass or compromise the Northern Lighthouse Board;
- is a commercial activity not connected to Northern Lighthouse Board business;
- publicises your, or anyone else's, personal information, such as contact details.
- is any form of gaming, lottery, betting or share dealing;
- offers items for sale or bids on commercial auction sites;

2. We reserve the right to remove or edit any comments we judge do not follow these guidelines.

3. We will attempt to respond directly to questions and queries online where an answer can be given quickly and simply, although we will not be obliged to do so. More difficult or detailed questions should be referred through existing official channels as detailed in the Contact Us section of our website. Opinions expressed in comments are those of the author not those of the Northern Lighthouse Board. The use of comments does not override the existing, official channels by which the Northern Lighthouse Board is held accountable. Nor does it affect your rights under the law, for example your right of access to official information under the Freedom of Information Act 2000.

Last Updated February 2012