

OpenLV - Social Media Policy

Policy prepared by:

Gill Nowell, EA Technology

Approved by Western Power Distribution on:

23 April 2018

Policy became operational on:

23 April 2018

Next review date:

23 March 2019

1. Social media in the project context

Social media is recognised as a key tool to support engagement of community groups and third parties in the OpenLV project, in support of the project's objectives. Social media is also a key tool for dissemination of learning and project updates to a wide set of diverse stakeholders.

OpenLV is a ground-breaking project that's making local electricity data openly available for the first time ever, to benefit local communities and the wider energy industry. OpenLV is led by project partners Western Power Distribution and EA Technology. It is funded by Ofgem's Network Innovation Competition.

The OpenLV Project is trialling an open software platform in electricity substations that can monitor substation performance and electricity demand. The LV-CAP™ platform is designed to integrate with third party products to enable network control and automation, and increased customer participation in network management. The platform will host applications provided by a diverse set of developers, such as community groups, businesses and universities, providing a variety of services to network operators, communities and the wider industry.

2. Policy scope

This social media policy applies to all OpenLV collaboration partners, their employees, project suppliers and engaged parties (community groups, business and academia) supporting the project – no matter whether for business or personal reasons.

For the avoidance of doubt, and for the purposes of this document, OpenLV collaboration partners, their employees, project suppliers and engaged parties will be referred to under the term 'OpenLV team'.

Also, this policy refers specifically to those social media accounts established by the project for the promotion of OpenLV, use of those accounts and reference to those accounts by the OpenLV team and reference to the project by OpenLV team members through other business or personal social media accounts.

3. The policy

3.1 'Social Media' is the term commonly given to web-based tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests online. As the name implies, Social Media involves the building of online communities or networks to encourage participation

and engagement. It includes all forms of public, web-based communication and expression. Some common examples of Social Media include Twitter, Facebook and LinkedIn. Social Media also covers blogs and videos, as well as image-sharing websites such as YouTube and Flickr.

3.2 This policy is not, however, limited to these platforms. Rather, it covers all forms of Social Media, whether existing at the time of this policy's adoption or created in the future. The OpenLV team should follow these guidelines in relation to any Social Media that they use. If you are unsure whether a platform, tool or website constitutes Social Media and is covered by this policy, please contact EA Technology.

3.3 This policy does not contravene your Statutory and Human Rights.

4. Aim

4.1 WPD and its collaboration partners recognise Social Media as a means for corporate and business engagement and that their employees may use some Social Media in a personal capacity to interact with their friends and communities.

4.2 The aim of this policy is to provide managers and employees with information and direction concerning the use of Social Media either as part of their job or in a personal capacity, in order to avoid reputational, legal or ethical issues; for WPD and its collaboration partners and their employees, and to protect WPD's and its collaboration partners' information assets against potential misuse or compromise.

5. Use of social media by the OpenLV team

The principles set out below refer specifically to the use of OpenLV social media by the OpenLV team – however these principles should apply to all use of social media by employees of each of the OpenLV team members.

5.1 Information about any business activities other than OpenLV should not be disclosed or discussed on OpenLV Social Media.

5.2 Personal information about fellow OpenLV team members or their employees should not be disclosed on OpenLV Social Media.

5.3 OpenLV Social Media accounts should only be accessed from business electronic equipment – they must not be accessed from any personal electronic equipment.

5.4 Any communications that the OpenLV team makes through Social Media must not:

- **Be of a political nature**
- **Bring the OpenLV team into disrepute**, for example by:
 - Criticising or arguing with colleagues, customers or other stakeholders
 - Posting any message or comment that contains any unlawful material
 - Posting any message or comment which could be construed as harassing, threatening, abusive, defamatory, obscene, sexually explicit, or contains ethnic or racial slurs etc.

- Posting information or material that would have a detrimental effect on the OpenLV team's reputation in the eyes of its customers, suppliers or owners.
- **Do anything that could be considered discriminatory against, or bullying/harassment of, any individual**, for example by:
 - Making defamatory comments about individuals or other organisations or groups
 - Using Social Media to bully another individual
 - Making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief, or age.
- **Breach confidentiality**, for example by:
 - Revealing confidential intellectual property or information owned or used by the OpenLV team or its suppliers or customers
 - Posting any message that contains confidential and/or internal use information about the OpenLV team
 - Giving away confidential information about an individual, such as a colleague or customer contact or organisation, such as a business that the OpenLV team has dealings with. This could be a breach of the Data Protection Act, the obligation on employees not to disclose confidential information and the OpenLV team's own internal / project policies and could also have criminal sanctions
 - Discussing OpenLV team internal decisions, strategies and workings; such as agreements being reached with a supplier or customer, or its future business plans that have not been communicated to the public.
- **Breach copyright and other intellectual property rights**, for example by:
 - Using someone else's images or written content without permission
 - Failing to give acknowledgement where permission has been given to reproduce something
 - Posting any message or comment used in violation of copyright or other intellectual property rights, for example, by failing to get permission from the owner of copyright or other intellectual property prior to its publication.

6. Personal use of social media

6.1 OpenLV team members are personally responsible for the content they publish on blogs, wikis, or any other form of Social Media. They must remember to obey the law at all times and be mindful that what is published may be public for a long time.

6.2 The principles cited under 5.4 apply to any communications that any OpenLV team member makes in a personal capacity through Social Media.