

## Scotland's Environment Web

### Social media policy - Responding to social media queries

#### 1. Scotland's Environment Web Social Media Channels

Scotland's Environment social media channels are managed by SEPA on behalf of Scotland's Environment Web [partners](#).

The Social Media Channels that are currently operated are:

- Facebook: <https://www.facebook.com/pages/Scotlands-Environment-Web/504094719673549>
- Twitter: <https://twitter.com/ScotEnvironment>
- YouTube: <https://www.youtube.com/channel/UCiZ305I-CzNGXAswk9rnamA>
- Instagram: <http://instagram.com/scotlandsenvironment>
- Google+: <https://plus.google.com/117242049756518586216/posts>

#### 2. Expressing opinion

Scotland's Environment social media channels are primarily used for dissemination of relevant information to promote the website and the wider project. Sources of information will include posts on the [Get Communicating](#) page (Scotland's Environment news and website updates), project progress reports, information provided by partners to the Scotland's Environment Web Administrator. Information posted onto Scotland's Environment Web social media channels will be factual, unbiased, and will not express opinion.

When interacting with Scotland's Environment social media channels, partners can express opinion subject to their internal approval processes.

### 3. Responding to social media questions and queries

Questions asked through Scotland's Environment social media channels will be monitored and identified.

Where a question or query can be answered by providing a link to relevant information on the Scotland's Environment website, the Scotland's Environment Web Administrator will respond via the relevant social media channel.

For all other questions or queries submitted via social media, the Scotland's Environment Web Administrator will request, via the relevant social media channel, that these are submitted to the ['Contact us'](#) section of Scotland's Environment.

A response will be provided via social media channel to the effect:

*"In order for us to answer your question, please could you submit it to the 'Contact us' section of Scotland's Environment website."*

The initial receipt of the query will be by SEPA and a response will be provided by the [seweb.administrator@sepa.org.uk](mailto:seweb.administrator@sepa.org.uk) where it can be answered by a member of the Scotland's Environment Web Team or SEPA Staff.

Where the question, submitted to the "Contact Us" page of the website, is best answered by a Scotland's Environment Web partner organisation, the enquirer will be made aware that their contact details provided (Name and email address) may be passed onto the relevant Partner Organisation who will thereafter manage the response.

When the answer is provided by a partner organisation and considered not to be of a sensitive/restricted nature, this might be copied to the Scotland's Environment Web Administrator for inclusion on the website and appropriate social media channel.

## 4. Response timescales

Scotland's Environment website is monitored during Monday to Friday, 9am to 5pm (except public holidays).

If a question or query can be answered by providing a link to relevant information on the Scotland's Environment website, the Scotland's Environment Web Administrator will respond via the relevant social media channel with 2 working days.

All social media questions requiring a partner response will be responded to within 2 working days hours, with the following holding message:

*"In order for us to answer your question, please could you submit it to the "Contact Us" section of Scotland's Environment website?"*

If a question is submitted to the Contact Us page, the timescales for managing the response will fall under the existing Scotland's Environment Web service level agreement for response times (28 days).

## 5. Responsibilities for tracking questions

Social media questions and queries that require a Scotland's Environment Web response will be formally logged by the Scotland's Environment Web Administrator.

Any social media questions that require a response from a partner organisation and are followed up with a submission to the Contact Us page, will be logged by the Scotland's Environment Web Administrator. These queries will thereafter fall under the [Scotland's Environment Web – Contact Us Response Procedure](#).

It is the responsibility of the Partner organisation who has received the query/question from the Scotland's Environment Web Administrator to respond directly to the enquirer. If the question and response is considered not to be of a sensitive/restricted nature by the organisation responding to the question, answers (not including any personal information/data) should be copied to the Scotland's Environment Web Administrator for possible inclusion in the website and relevant social media channels.