

Guidance in relation to publishing social media comments on-air and online

Channel 4 welcomes and encourages the publication of social comments on-air and online.

Various social networking sites have their own broadcast guidelines:

<https://about.twitter.com/company/broadcast>

<https://www.facebookbrand.com/>

<https://www.instagram-brand.com/>

However, Channel 4 has set its own guidelines, which apply to all independent production companies working on any Channel 4 published content on-air or online that includes on-screen Tweets, Facebook comments and/or Instagram posts. It has been written by Legal & Compliance to ensure compliance with our regulatory obligations and to ensure consistency across all our platforms when promoting user content from social media.

The use of the Twitter bird or Facebook/Instagram logo should not be unduly prominent. This means that it should only be shown briefly, not excessively throughout the programme and must be editorially justified. For example if you were planning on showing a succession of Tweets you should only show the bird logo on the first Tweet.

The use of time and date stamp depends on the immediacy of the Tweet or post itself. If you have a call to action in the programme and you will be using the solicited content within that particular programme then you do not need to use the time and date stamp. If however the content you are using is not current and/or there has been no call to action in the programme then you should use the time and date stamp when displaying the Tweet or post.

The use of a profile picture will again depend on the immediacy of the solicited content. If it is clear in the call to action in the programme how the content will be used then you can include the users profile picture, providing there are no children or copyright material featured in the picture. If there is no call to action or you are using old content you should avoid the using the profile picture.

Where possible you should **provide attribution to the person who created the content** however the use of a user's handle or username will depend on whether it is appropriate or not. Most social media sites do not prevent people from creating handles or usernames that may be obscene or offensive so be on your guard!

You should not edit or obscure the content of the Tweet or post. If you are planning to display content on a scrolling screen you should ensure that the full text of the Tweet or post is visible on-screen.

If you have any queries in relation to the above, please contact Legal & Compliance for further guidance.

Legal & Compliance
July 2016