

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA120218-3486

11 May 2018

Dear [REDACTED]

Thank you for your request for information which the Greater London Authority (GLA) received on 10 February 2018. Your request has been dealt with under the Freedom of Information Act 2000. I am sorry for the delay in responding to your final question.

You requested:

"Is there an official policy for the use of organisational Facebook or Twitter Accounts (ie how to post, what to use it for and when to delete or preserve records)? If there is a policy (or policies) please may I be provided with them?"

There is no official policy for organisational Facebook or Twitter accounts, however there are stringent processes to ensure content on official social media channels is high quality and accurate. A list of the GLA's channels can be found [here](#).

The GLA's core social media channels are managed by skilled communications professionals in the marketing and digital communications team and all content is signed off by senior members of staff.

All staff members who work on these channels are provided with training and adhere to the GLA's [Use of Resources Guidance](#) and the [Recommended Code of Practice for Local Authority Publicity](#).

Policy teams manage the GLA's policy specific channels; all new social media leads within the policy team meet with a member of the digital communications team to learn about how social media is used at the GLA. They are guided through proper usage, content calendar and tools. All accounts are used within one social media tool so that the digital communications teams can monitor their use.

The GLA also has an [Acceptable Usage policy](#) for users of our social media channels. There are general guidelines about social media usage for all GLA employees in the GLA's [Code of Ethics and Standards for Staff](#).

The GLA holds some other material which is within the scope of your request, but please note that the first document is out of date and no longer in use. You can find copies in [our response to an FOI request in summer 2016](#).

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA120218-3486.

Yours sincerely

Ruth Phillips
Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>