

## **Twitter policy**

### **Content**

The National Archives account is managed by the Marketing and Communications department and the web team, on behalf of colleagues across the organisation.

We may occasionally use some automation (such as tools which generate tweets from RSS feeds) but intend that this will not dominate the messages posted.

If you follow us, you can expect tweets covering some or all of the following:

- Alerts about new content on our website including news, publications and newly released files
- Alerts about new videos and pictures uploaded to YouTube and Flickr

### **Following**

If you follow UkJNatArchives we will not automatically follow you back. This is to discourage the use of direct messaging, avoid resource wasting spam handling and so that you can easily identify other key Twitter users that we think are relevant to our industry and in government who we follow. However, being followed by The National Archives does not imply endorsement of any kind.

### **Re-tweeting**

We will actively seek opportunities to re-tweet content that we feel could be of interest to our users such as research findings and statistics, and any relevant celebrations and commemorations.

We will re-tweet content from other users such as other government departments, our stakeholders and third sector, non-profit organisations and our commercial partners. However, in the interests of commercial propriety and competitiveness we will not honour requests from other profit-making organisations, as we would not be able to do so fairly.

### **Availability**

We will update and monitor our Twitter account during office hours, Monday to Friday. Twitter may occasionally be unavailable and we accept no responsibility for lack of service to Twitter downtime.

### **@Replies and direct messages**

We welcome feedback and ideas from all our followers, and endeavour to join the conversation where possible. However, we are not always able to reply individually to all the messages we receive via Twitter.