

### Key matters relating to Social Media guidance

- 1 What is social media
- 2 What is the purpose of social media
- 3 Purposes of guidance
- 4 Distinguishing personal and member accounts – the “Livingstone” test/similar
- 5 Legal reminders about social media – defamation/copyright/data protection issues/Purdah etc
- 6 General advice – list of tips