



NEWS

Political activities guidance for staff during this pre-election period

Published 30/05/2024

Ahead of the General Election on 4 July, we want to remind colleagues what's expected of them and provide some social media guidance.

Social media guidance

At all times, but especially during the pre-election period, ICO staff must be careful about what they post on social media.

As a public body, we're bound to rules of impartiality and scrutiny and this is heightened during the pre-election period. You'll already be aware of our [social media](#) and [political activities](#) policies, but we need you to familiarise yourself with them again.

Along with these policies, we've also set out some guidance below to help you understand what's expected of you.

Social media policy



Four questions to ask yourself before posting on social media:

Could this impact the ICO's reputation?

You should not post anything which may call into question the ICO's impartiality, damage its reputation or be perceived as though you are expressing a political opinion on behalf of the ICO. Consider the accuracy and sensitivity about what you are posting before pressing post.

Could this be considered as political campaigning?

The same standards are required in the digital world as we'd expect in the real world. If you're concerned that your social media activity may be considered as political campaigning, follow the standards set out in our [Political Activities Policy](#).

How would you feel if your post was linked back to the ICO?

Even if your account is private, it may still be linked back to you personally and your connection with the ICO. Consider if your post is still appropriate and remember once something is posted online, it can be very difficult to delete.

Do you have any doubts?

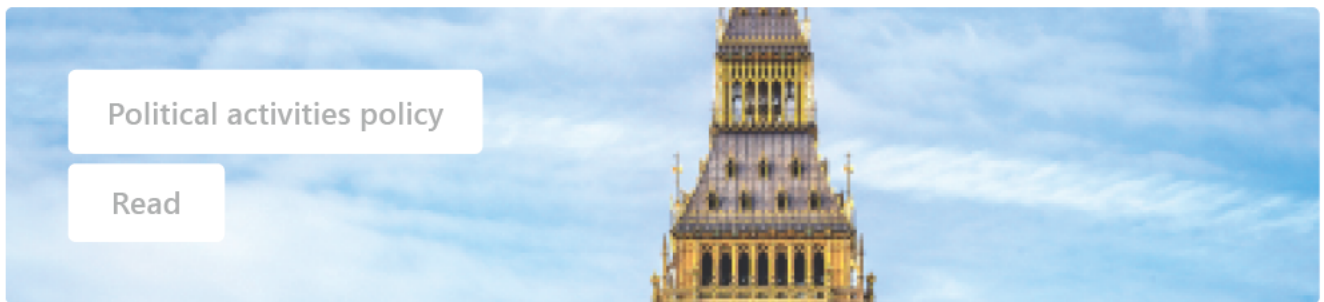
Use common sense - if you're unsure or concerned it's best to operate caution.

Political campaigning

Please remember you'll need to request permission if you want to be involved in campaigning for the upcoming elections, even if you've been granted permission in the past.

To apply for permission to become engaged in political activities you must email your Head of department or Director and HR inbox as per page three of our

[political activities](#) policy.



If you've read the guidance and still have questions, please get in touch with our Parliament and Government Affairs team who'll be happy to help.



Is this post useful and/or inspiring? Don't forget to like or comment below.