

# States Assembly & Vote.je

## Social Media Policy

Updated 20 June 2024

### Why we use social media

- **States Assembly:** To promote the work of the Assembly and raise awareness about issues and laws being debated and scrutinised, to help Islanders connect with Jersey's elected parliament.
- **Vote.je:** To help encourage a diverse range of Islanders to consider standing for election and to inform all Islanders about Jersey's political system and the candidates they can vote for, and to exercise their right to vote in Island elections.

### Community rules

Our [Social Media Community Rules](#) are public-facing rules, which users engaging with our pages are asked to follow. They are available on all States Assembly and Vote.je social media platforms in the bio section of the page(s) and on the States Assembly website.

### Following accounts from the States Assembly/Vote.je accounts

This policy is for internal use **only** and is designed to clearly identify the type of individual and corporate/institutional social media pages the States Assembly and Vote.je pages **should and shouldn't** follow, to ensure consistency and transparency across the department.

Underpinning all the work of the States Greffe is ensuring equity and fairness to all and not showing any preference or favour to any one set of views.

The policy applies to all the social media platforms where the States Assembly and/or Vote.je have a presence, including: Facebook, Instagram, X, YouTube, LinkedIn, TikTok but would extend to other platforms or accounts that we take responsibility for over time.

**States Assembly will follow** individuals and organisations where there is a business reason for being connected – that may be (but is not limited to):

- **Current States Members** with an active profile
- **Government of Jersey** and associated departments (e.g. Jersey Youth Parliament, Jersey Police, Jersey Fire and Rescue, Ports of Jersey, Bailiff, LDO)
- **Other Parliaments** (e.g. UK Parliament, Scottish Parliament, Senedd, Guernsey, IPEN)
- **Local media** (e.g. Jersey Evening Post, ITV Channel, BBC Jersey)
- **National media** (e.g. BBC, Telegraph, Independent, etc.)
- **Local Charities** (e.g. ArtHouse, Association of Jersey Charities, etc)
- **Local primary and secondary schools** (e.g. Jersey College for Girls, Hautlieu and Highlands College, etc)
- **Arm's Length Organisations** (e.g. Jersey Finance, Jersey Heritage)
- **Organisations we have business dealings with** (e.g. Jersey Audit Office / C&AG, Alliance Francaise, L'Office du Jerriais, Commonwealth Parliamentary Association)

The States Assembly account **will not follow**:

- **Any organisation that does not work with or carry out related work** to that of the States Assembly or Vote.je

- **Any individuals apart from current States Members**
- **Employees (including previous employees) and previous States Members**

**The Vote.je accounts will follow:**

- **Current candidates standing for election in upcoming elections** (where we are aware of accounts in existence)
- **Government of Jersey** and associated departments (e.g. Jersey Youth Parliament, Jersey Police, Jersey Fire and Rescue, Ports of Jersey, Bailiff, LDO)
- **Other Parliaments** (e.g. UK Parliament, Scottish Parliament, Senedd, Guernsey, IPEN)
- **Electoral commissions and organisations established to increase voter engagement in other jurisdictions**
- **Local media** (e.g. Jersey Evening Post, ITV Channel, BBC Jersey)
- **National media** (e.g. BBC, Telegraph, Independent, etc.)
- **Local Charities** (e.g. ArtHouse, Association of Jersey Charities, etc)
- **Local primary and secondary schools** (e.g. Jersey College for Girls, Hautlieu and Highlands College, etc)
- **Arm's Length Organisations** (e.g. Jersey Finance, Jersey Heritage)
- **Organisations we have business dealings with** (e.g. Jersey Audit Office / C&AG, Alliance Francaise, L'Office du Jerriais, Commonwealth Parliamentary Association)

**The Vote.je account will not follow:**

- **Current States Members** unless they are candidates leading into forthcoming elections
- **Any organisation that does not work with or carry out related work** to that of the States Assembly or Vote.je
- **Any individuals apart from current candidates**
- **Previous election candidates**

**Implementation of the policy:**

- Currently the States Assembly social media pages follow:
  - Facebook: 13
  - Instagram: 34
  - X (formerly Twitter): 718 (including many individuals that conflict with this policy, so the intention is to 'unfollow' these accounts in order to ensure that the feed is relevant to us and our work).
  - LinkedIn: n/a
  - YouTube: 1
- Currently the Vote.je social media pages follow:
  - Facebook: 0
  - Instagram: 33
  - X (formerly Twitter): 159
  - LinkedIn: n/a
  - YouTube: 3
  - TikTok: 71

Accounts that we are currently following that fall outside of the above policy will be unfollowed from w/c 24 June 2024.