

## Social Media

This policy covers all social media internet sites – the places online where people can interact, have a dialogue or contribute content. These include, but are not limited to:

- Social networking sites (eg Facebook, MySpace)
- Video and photo sharing websites (eg Flickr, YouTube)
- Micro-blogging sites (eg Twitter)
- Blogs (including corporate or personal blogs)
- Forums and discussion boards (eg Yahoo! Groups or Google Groups)
- Online encyclopaedias (eg Wikipedia)
- Professional networking sites (eg LinkedIn and Zoominfo)

Social media sites are a relatively new phenomenon. This is still, in legal terms, a developing area. In the absence of legislation relating specifically to social media, UK practice has tended to use established areas of the law as a starting point in cases to date. Areas to consider are:

- Consumer Protection from Unfair Trading Regulations 2008
- Advertising standards authority Code of Practice
- Intellectual property – including copyright and trademarks
- Disclosure/confidentiality
- Defamation; and
- Invasion of privacy

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