



**An Chartlann Náisiúnta**  
**National Archives**

# Social Media Policy



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# Twitter

## Introduction

Our @NARIreland Twitter account is managed by our in-house social media team. Our tweets cover topics relevant to the work of the National Archives such as information on what we hold and the services we provide to government and the public; updates on current projects; additions to our collections; new content on our website and events taking place in the National Archives.

We also use Twitter to notify our followers of any changes to our daily operations and to alert them to external initiatives, collaborations and archives in the news in Ireland and abroad.

## Moderation policy

- We will block users who post comments containing abusive, vulgar, offensive, threatening or harassing language, personal attacks of any kind or terms that target specific individuals or groups.
- We will block users who post tweets that are clearly off-topic or are commercial/promotional in nature.
- We advise our followers that they are fully responsible for content submitted and that all posted comments are in the public domain so please do not include any personal/private information in your tweets.
- We do not verify or confirm either the accuracy of participants' comments or their compliance with our Twitter policy nor do we endorse followers' views posted @NARIreland.

## **@Replies and direct messages**

- We welcome your comments and we engage proactively with our users but we may not always be able to reply individually to all the messages we receive via Twitter. Please bear in mind that any failure to respond should not be construed as a refusal to comment on a particular issue.
- Sending a message via Twitter is not considered to be an official means of contacting the National Archives. To get in touch, please email us at [query@nationalarchives.ie](mailto:query@nationalarchives.ie) or check our website at [www.nationalarchives.ie](http://www.nationalarchives.ie) for further information.
- We update and monitor our Twitter account during office hours (Monday to Friday, excluding public holidays and scheduled closures) and will sometimes tweet from events outside of these hours.

## **Who we follow**

If you follow our account, we will not automatically follow you back. This is to assist our followers to identify other Twitter accounts that we are following, such as those of other archival and cultural institutions.

The National Archives will follow:

- Other national cultural institutions in Ireland and internationally.
- Government departments, public bodies and local authority cultural services.
- Non-profit cultural institutions such as archives, museums, libraries, historical societies and their associated projects.

- Non-profit and non-political professional organisations whose mission relates to that of the National Archives and its services eg the Archives and Records Association, Ireland and Britain, the International Council on Archives (ICA) and archives, conservation and genealogical societies worldwide.
- School or university feeds and individuals posting in a professional capacity about topics related to the mission of the National Archives.

## **Who do we not follow**

The National Archives Twitter account will not follow certain types of Twitter accounts including those created and maintained by:

- Commercial entities such as companies or commercial websites, blogs, publications and periodicals.
- Commercial entities that have a professional working relationship with the National Archives eg consultants or contractors.
- Non-profit groups whose mission is unrelated to that of the National Archives and its services.
- Any group or individual engaged in political activity.

## **Availability**

Twitter may occasionally be unavailable and we accept no responsibility for lack of service due to downtime. Where an issue lies with the National Archives, we will endeavour to resolve any problems and resume normal business as soon as resources permit.

## **Please note**

Retweets may be used to highlight tweets of potential interest to our followers and to complement the mandate and work of the National Archives. They do not imply endorsement.

We will in certain cases, retweet posts of archive-related organisations of which we are already a member.

Employees of the National Archives will not identify themselves on official National Archives social media sites in a personal capacity.





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