



Information Rights

bbc.co.uk/foi bbc.co.uk/privacy

Mr A Willmore

Email: request-442810-69461fd3@whatdotheyknow.com

28 November 2017

Dear Mr Willmore

Freedom of Information Request - RF120171632

Thank you for your request under the Freedom of Information Act 2000 (the Act) received on 3rd November 2017, seeking the following information:

A recent posting to a well-known BBC presenter's personal (and definitely not BBC) Facebook account showed a 2.5 minute video that promoted said presenter's recently published book and was quite obviously made during said presenter's work day at the BBC, i.e. the presenter was "on the clock".

I would be grateful if you would provide me with the guidelines issued to staff concerning updating of their personal (non-BBC) social media accounts during the time they are "at work" employed by the BBC. Please make particular reference to social media content that is not connected to their BBC work and advertising a non-BBC product for personal gain during such updates.

In response to your request, I can confirm that we hold the information you are seeking and this information can be found within the BBC's Editorial Guidelines; more specifically under the section 'Personal use of Social Media' found in the following link:

<http://www.bbc.co.uk/editorialguidelines/>

Please note that, as set out in section 6(1)(b)(ii) of the FOI Act, our subsidiaries (including BBC Studioworks Ltd, UKTV, BBC Global News Ltd and BBC Worldwide Ltd), as well as the charities BBC Media Action and BBC Children in Need, are not subject to the Act, therefore the guidelines above do not cover the staff of these subsidiaries and charities.

Appeal Rights

If you are not satisfied that we have complied with the Act in responding to your request, you have the right to an internal review by a BBC senior manager or legal adviser. Please contact us at the address above, explaining what you would like us to review and including your reference number. If you are not satisfied with the internal review, you can appeal to the Information Commissioner. The contact details are: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, Tel: 0303 123 1113 (local rate) or 01625 545 745 (national rate) or you may wish to visit their website at <https://ico.org.uk/>

Yours sincerely

BBC People