

## Social Media Policy

This social media policy for the Data Protection Commission (DPC) outlines how we will engage with the public across our platforms and the type of content we will publish.

Our social media accounts allow the DPC to connect with the public and to communicate news and updates in a timely manner. The Data Protection Commission's LinkedIn, Instagram, X and Bluesky accounts are all managed by our Communications Unit.

### Where we engage

The DPC will engage on:

- Our Website ([www.dataprotection.ie](http://www.dataprotection.ie));
- Our Instagram account (<https://www.instagram.com/dpcireland/>);
- Our LinkedIn account (<https://www.linkedin.com/company/data-protection-commission-ireland/>);
- Our X account (<http://www.x.com/DPCIreland>); and
- Our Bluesky account (<https://bsky.app/profile/dpcireland.bsky.social>).

Pages, accounts or groups (other than those listed above) bearing the DPC name do not represent the DPC. The DPC may decide to expand its use of social media platforms in the future, at which point this policy will be updated.

### Content

Followers of the DPC's social media can expect information including:

- Press releases, news and statements from the DPC.
- Coverage of events attended or organised by the DPC.
- Content from our website, including guidance for individuals and organisations.
- Content from our peer Data Protection Authorities (DPAs) where appropriate.
- Other practical information on data protection.

## **Followers**

We will not be obliged to follow any of our followers or other social media users. If the DPC follows a LinkedIn, Instagram, X or Bluesky account, it will not imply endorsement of any kind. The DPC has the right to block any user(s), and remove any content, on its social media channels that is not in-line with this policy.

## **Queries, Replies, Direct Messages and Interactions**

The DPC will monitor our LinkedIn, Instagram, X and Bluesky accounts. Feedback will be acted upon as appropriate. However, we will not be obliged to reply individually to posts, tweets or direct messages. We will advise those wishing to make complaints or report a breach through social media to use the appropriate means.

The appropriate way for the public to communicate with us is via the Contact Us page on our website (<https://www.dataprotection.ie/en/contact/how-contact-us>). Any press queries received from the media will be directed to the appropriate contact [media@dataprotection.ie](mailto:media@dataprotection.ie).

The DPC will limit the sharing of external content. Occasionally we may like and reshare content relevant the DPC from stakeholders or other DPAS. Reshared content does not imply approval.

## **Abusive/Spam Language:**

Abusive or spam messages, posts and comments will be deleted and it might result in followers being blocked and reported directly through the dedicated channels of the social media platform where the abuse took place.

## **Accessibility**

At the DPC, we value accessibility for everyone. The DPC will post in plain English, spacing text into neat paragraphs and with key messages contained in our opening lines. Video content produced in-house by the DPC will provide captioned text.

## **Review of Policy**

The DPC will continue to review this policy on an ongoing basis.