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Bbc Social Media Guidance Bbc News **FREE* bbc social media guidance bbc news* News Social media guidance BBC News Social media guidance The principles behind this guidance note are drawn from revised BBC wide social media thinking and editorial policy guidance BBC NEWS GROUP SOCIAL MEDIA GUIDANCE FOR STAFF Social BBC NEWS GROUP SOCIAL MEDIA GUIDANCE FOR STAFF Social media is now critical to our work allowing us to more easily connect with people to find useful information and newsworthy content and to get our journalism BBC Social Networking BBC Use Guidance in Full This guidance is intended to help BBC producers implement the BBC Social Media strategy on social networking and microblogging sites The strategy relies on the The strategy relies on the BBC News on social media BBC News The BBC on more social media platforms There is an active and growing BBC News presence on YouTube including Newsnight and seventeen World Service languages including Arabic Russian and Mundo BBC The Editors Updated social media guidance for BBC Today we re publishing our guidance for staff in news 66 8KB PDF Chris Hamilton is BBC News s social media editor You can find him on Twitter chrishams Share this page Comments Post your BBC Social media guidelines updated andydickinson net This activity is regarded as BBC News output and tweets should normally be consistent with this reflecting and focusing on areas relevant to the role or specialism and avoiding personal interests or unrelated issues A senior editor keeps an eye on tweets from these accounts after they're sent out Social media BBC News All the latest news about Social media from the BBC Home BBC News BBC News provides trusted World and UK news as well as local and regional perspectives Also entertainment business science technology and health news Also entertainment business science The BBC and Social Media Activity Around Programmes BBC Marketing will therefore decide whether or not to use social media platforms as part of that activity when there is a good opportunity to publicise the programme and engage with audiences effectively in this way How BBC News Reach Audiences On Social Media The Whip Now the BBC News social media team are turning their attention to new platforms and formats In particular messaging apps like WhatsApp and Telegram Snapchat stories and vertical and live video are proving fruitful

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