

Social Media Guidance Review

Terms of reference

To review the BBC's guidance on 'individual use of social media' in relation to the personal social media use of those working in the on-air freelance community outside News, Current Affairs and Factual journalism. To consider options as to how it should be formulated.

To provide recommendations to the BBC as to how it could apply that guidance, considering the BBC's Charter commitments to both impartiality and freedom of expression. Future guidance must be easy to understand, practical and deliverable.

Inputs

The review will be led by an external, independent reviewer.

Members of the freelance community in the scope of the review will be consulted, as well as Trade Unions, staff and industry stakeholders. The review will consider the wider market and audience research.

The review will be supported by a BBC project team, including Editorial Policy and CRBA.

Outputs

A report will be submitted to the Executive Sponsor. Any changes to the Social Media Guidance - which are to be agreed by the Executive Committee - will be set out in a published report, and will include the advice from the independent reviewer.