



**An Roinn Forbartha  
Tuaithe agus Pobail**  
Department of Rural and  
Community Development

## **Social Media Policy (Public)**

**Communications Unit**

**February 2024**

### **Policy:**

The Department of Rural and Community Development's social media accounts are managed by the Department's Press and Communications Unit. This policy details the type of content we publish as well as how we interact with others on the platform.

Our social media accounts allow the Department to communicate news and updates in a timely manner. It is not intended as a means for submitting press queries; contact details for our press office is available at [www.gov.ie/drcd](http://www.gov.ie/drcd)

### **Content:**

If you follow us on social media, you can expect posts covering some or all of the following:

- Press releases on the Department's activities and Ministerial speeches
- Event information and occasional live coverage of events
- Important updates from the Department
- Alerts about the new content on our website
- Other practical information on services available through the Department
- Emergency updates - i.e. Updates and advice relating to major incidents or severe weather warnings

### **Who we follow:**

If you follow us on social media, we will not automatically follow you back. The Department's accounts follow DRCD-affiliated social media accounts, other Government Departments, Houses of the Oireachtas, relevant European institutions and accounts of particular relevance to Ireland.

### **Interaction, comments or messages:**

The Department welcome's feedback from followers and will try to join the conversation where possible and relevant. Likes or retweets from Department accounts should never be interpreted as endorsement by the Department or by the Government.

Please do not include private or personal information when contacting us via social media. The best means of communicating a query is by contacting the Department via the details on our website [www.gov.ie/drcd](http://www.gov.ie/drcd).

Likes or retweets from our accounts do not equal endorsement. Abusive or spam tweets will result in followers being blocked and reported directly to Twitter.

### **Abusive/Spam Language:**

Abusive or spam tweets, posts, blogs and comments may 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.

### **Availability:**

The social media platforms we are active on may occasionally be unavailable and we accept no responsibility for lack of service due to platform downtime. Typically, we update and monitor our accounts during normal office hours – 9am – 5:30 pm Monday to Friday. We may also update and monitor the accounts outside of these hours at our own discretion.

### **Our Social Media Presence:**

We operate a number of different social media platforms;  
Facebook (Department of Rural and Community Development),  
Instagram (@deptrcd),  
LinkedIn (linkedin.com/company/drcd)  
WhatsApp: Department of Rural and Community Development  
Threads: deptrcd  
Twitter / X (@DeptRCD), and  
YouTube (@DeptRCD).

In addition to our main social media accounts, the Department and its agencies also operate the following Twitter feeds:

TidyTowns: @TidyTownslre

Libraries and Community Policy: @Community\_hubs

Pobal: @Pobal

Water Safety Ireland: @IWSie

Charities Regulator: @Charities\_Reg

Western Development Commission: @WesternDevCo