Media and social media

The British Council is the United Kingdom’s international organisation for cultural relations and educational opportunities.

We recognise that appropriate use of media and social media contributes to the British Council’s aims.

We use media and social media in two main ways:

- to promote the British Council and its services
- to engage directly with audiences through a range of digital and learning channels including personal channels used in a professional capacity.

The British Council is committed to:

- having appropriate approvals and branding in place for official British Council social media channels
- ensuring the British Council’s official media and social media presence is readily identifiable through appropriate and standardised naming structures
- maintaining an appropriate and professional social media presence with staff abiding by rules including our Code of Conduct which is designed to ensure a consistently high standard of conduct and quality
- engaging with its media and social media audiences and answering their queries in a timely manner
- communicating to staff the rules they must follow when identifying themselves as British Council employees on social media.

The British Council will provide adequate and appropriate resources to implement this policy and will ensure it is communicated and understood.

The British Council will review this global policy statement annually to reflect new legal and regulatory developments and ensure good practice.