

# GDPR Guidance for IEEE Social Media

These guidelines are for use by employees whenever representing the IEEE brand in any way on social media platforms.

IEEE social media compliance is driven through the respective social media platforms, e.g. LinkedIn, Twitter, Facebook, and Instagram. These platforms have their own privacy policies and/or notices built into them. When content is placed onto any social media platform and engagement occurs on that platform, with either likes, content sharing, comments, etc., these engagements are governed by the privacy policy and practices of the social media provider.

All discussions on social media **must** remain on the respective social media platforms in order to be considered compliant. If however, any information about a specific person or the conversation is taken off the platform, that particular person must consent to usage of their data before further processing or communications are conducted. If any content from social media platforms needs to be moved or used elsewhere, please reach out to your GDPR OU Champion to discuss.

**Contests:** If you are running a contest, you must use the IEEE Official Contest Rules template. If you are making substantive deviations from the template, these rules need to be reviewed before the contest begins. Along with agreement to the rules for the contest, consent to the IEEE Privacy Policy and any applicable terms and conditions should be obtained.

**Aggregated and anonymized information:** (such as demographic information) for press releases, etc. can be used as long as information, from analytics, does not tie back to a particular person's personal data including, but not limited to, their IP address.

**You can find the IEEE Social Media Policy and best practices on [ieee.org](https://brand-experience.ieee.org/guidelines/digital/social-media/):**

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