



The Scottish Parliament
Pàrlamaid na h-Alba

Use of Parliament TV Clips on Social Media – Draft Guidance

18 April 2024

Reference: SPCB (2024) Paper 31

Executive Summary

1. This paper invites the SPCB to agree new guidance on the use of clips from Parliament TV on social media channels.
2. We encourage users to clip and reuse our Parliament.tv video content and have made it increasingly easy for people to do so. The use of this content, particularly on social media channels, has become more prevalent in recent times and offers a quick and effective way for Members in particular to communicate and engage with constituents and wider audiences.
3. The use of Parliament TV clips is governed by our copyright policy and licence. These apply to anyone using our clips, not only Members. These state that the material should not be used for party political purposes or in connection with advertising endorsements and should be attributed to the Parliament. Fuller detail on the policy context is attached at Annex A.
4. Defining party political use can sometimes be a fine judgement call between what represents a parliamentary party's position - often set out in the Chamber - and what is an overtly party-political matter.
5. In addition, while the content of the videos themselves might not always be party political (for example a Member's contribution in the Chamber), sometimes what could be deemed party political content is being added to our video in the form of party logos.

Draft Guidance

6. To help Members and others navigate this area it is suggested that some additional guidance is provided and a draft is attached at Annex B. This draft reflects our copyright policy and licence and includes some illustrative examples.
7. SPTV clips are available to all so any guidance must apply equally to all users, not solely Members. However, in developing this guidance we have

also had regard to guidance provided to Members in relation to parliamentary funded publications. This is to ensure there is some consistency of approach across the use of our resources. However parliamentary publications are wholly funded by the Parliament and are a resource available only to Members. The SPCB is therefore able to go further in regulating these. The SPCB will wish to note therefore that whilst this guidance and the publication policy do align, a review of the wider publication policy is planned for later in 2024 and the use of SPTV clips will be included in specific detail in the revised policy to ensure clear guidance in this context and read across to this guidance.

8. With this in mind, the guidance on the use of clips proposes that where a breach is found the remedy is to require any clip to be deleted.

Position in Other Legislatures

9. The position in other legislatures varies. The Welsh Parliament's copyright policy does not include an explicit prohibition on reuse for political purposes; nor does it provide specific guidance on this issue.
10. The UK Parliament's terms of use for footage allows party political advertising or broadcasts with certain stipulations (such as getting express permission from all Members shown, notifying the Director of Parliamentary Audio/Video of the intended use, and removing any "wide-shots" of the Commons or Lords Chamber or exchanges between political parties.)

Next Steps

11. The SPCB's views are invited on the draft guidance attached at Annex B. Once agreed this guidance would be drawn to the attention of Members and others and made available on the parliamentary website and the intranet under the MSP and MSP staff resources section.

Publication Scheme

12. This paper can be published once the draft guidance is agreed.

Parliament Communications Office
April 2024

Annex A

Policy context

The Parliament's [copyright policy](#) states that material published by the Parliament should not be reused for party political purposes. This applies to both external and internal users, including Members.

“This licence does not allow you to use published material provided in any format in connection with party political purposes or in connection with advertising endorsement.”

The [copyright licence](#) also includes a specific reference to video:

Non-endorsement

This licence does not grant you any right to use the information in a way that suggests any official status or that the SPCB endorses you or your use of the information. In particular, specific terms and conditions relate to the reuse of downloadable files such as images and video footage which states that they are:

- *not to be used in connection with party political purposes*
- *not to be used in connection with advertising endorsement.*

It also stipulates that any use of parliamentary material should be attributed:

Where any material is republished or copied to others or included in any application, the source of the material must be acknowledged by including an attribution statement and where possible by providing a link to the Scottish Parliament Licence. You can use the following statement to attribute the source of the material you are using: "Contains information licensed under the Scottish Parliament Copyright Licence".

In addition to this, the SPCB also has a wider policy on the use of resources by MSPs which states that,

“Resources are provided by the SPCB to support MSPs with their parliamentary duties and must not be used to any significant extent for any other purpose including any party political purpose. The SPCB appreciates there can sometimes be a fine line between something that is parliamentary and party political and Members have to use their judgement accordingly. Where there is any doubt, MSPs are encouraged to seek advice from the contact points provided in the various policies and guidance”.

Annex B

Draft guidance

The following guidance applies to downloading and sharing clips from parliament.tv. This guidance applies to all users and is in line with the Parliament's [copyright policy](#), copyright licence, [policy for MSPs on the use of parliamentary resources](#) and [policy for MSPs on the use of the corporate identity](#).

Use

1. You may use the material to make a fair and accurate report of parliamentary proceedings.
2. You must not use the material for any of these purposes:
 - (a) party political purposes;
 - (b) advertising endorsement; or
 - (c) in a way that suggests any official status or that the SPCB endorses you or your use of the information.

Content

3. You may include in the clip a reference to the Member's name, their party affiliation and a description of their electoral status alongside their name.
4. You may not do any of the following:
 - (a) With the exception of paragraph 3 above, you may not edit, alter, add to, distort, or digitally manipulate the material in any way, except to add accessibility features such as captions. Captions should be verbatim or copied from the Official Report if available;
 - (b) add commentary;
 - (c) add party logos or political campaign emblems (use of party colours to frame the clips is accepted)
 - (d) add music or sound effects; or
 - (e) include the Scottish Parliament Corporate Identity without prior approval.

5. To comply with the copyright policy you should always attribute the Parliament as content owner. The following is suggested, "*Contains information licensed under the Scottish Parliament Copyright Licence*".
6. If you become aware that you have breached any of the conditions in this guidance, you must immediately remove the material from the platform on which the breach occurs.

Illustrative Examples on Social Media



- Party colours are allowed



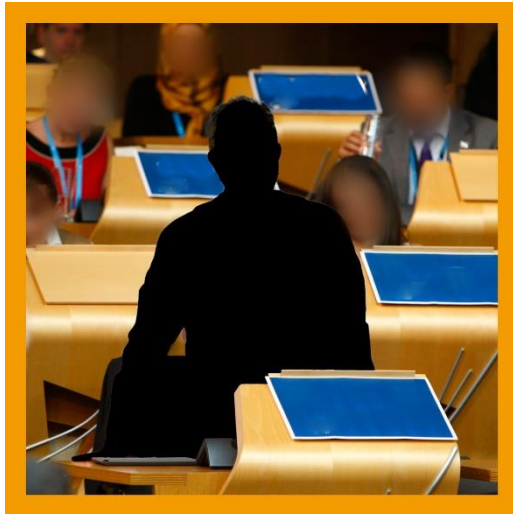
- Party logo is not



- Members name, their party affiliation and a description of their electoral status alongside their name is allowed



- Parliament logo is not



- Party colour border



**Government failure on
green redevelopment
schemes in Fife**



- Added commentary beyond subtitles