

Social Media Community Guidelines

Updated July 2022

At Big Motoring World, we use social media to provide our followers with insights into life behind the scenes within our business, car-related content, ads, news and amusing reels and memes to show the light-hearted personality of our brand. We also use social media to provide updates on competitions, career opportunities, to celebrate our successes and to celebrate national and international holidays and events.

It's also a place for people to share experiences if they wish, and to start wider conversations about cars and Big Motoring World. It's important to us that our social media channels are however a safe and balanced place for conversations to take place.

To make this possible, we ask our followers to adhere to our social media community guidelines below when interacting with our business via social media.

- Be respectful of others and their opinions.
- Do not make personal attacks in your comments to either our staff members, other customers or our social media followers.
- Do not post content that is discriminatory, obscene, inflammatory, harassing, hateful, threatening, profane or personally abusive.
- Do not post information that is repetitive or systematic.
- Do not post anything that could be libellous or defamatory: if an accusation is made against a named person, for example at a member of staff within our business, we will hide it.
- Do not post adverts for commercial products or services.
- Do not post repeatedly about issues that are off-topic i.e. spam

Across social media channels, we review all forms of engagement against our social media community guidelines and will hide obscenities and will use our discretion to hide comments that go against these guidelines.

We will aim to inform our followers when their comments have contravened this policy. Your comment may still be visible to you, but will not be visible to others using our social media platforms. On rare occasions, we may ban users from our social media pages if the nature of their comments do not change or they are regularly breaching our social media community guidelines.

Each social media platform will also have their own community guidelines. When using each platform, you should consider this when you comment.

Our Facebook, Twitter, Instagram, TikTok and LinkedIn channels are moderated daily all year round (with the exception of national bank holidays). YouTube is moderated once per week. Across weekends, we moderate our social media channels on reduced hours.



For aftersales related queries and complaints, our social media team will be unable to investigate issues in-depth, however may act as a liaison with our aftersales department. Our social media team may encourage you to speak directly with our aftersales team at bigassist@bigmotoringworld.co.uk if this is deemed as the most appropriate course of action, or if your query is regarding something that requires more specialist knowledge and advice.

If you see a comment on our social media channels that breaches our guidelines, or that doesn't seem right, you can contact us at customercare@bigmotoringworld.co.uk.

We periodically review and update our social media community guidelines over time and we'd encourage you to check our latest community guidelines, which will be posted on our website at all times (www.bigmotoringworld.co.uk).

