



The Gem & Mineral Shows UK Ltd

Social media policy

The Gem & Mineral Shows UK Ltd uses social media platforms such as Instagram, Twitter, LinkedIn and YouTube as a tool to communicate quickly, clearly and in an engaging manner to those interested in the work of The Gem & Mineral Shows UK Ltd. This document outlines the principles relating to The Gem & Mineral Shows UK Ltd conduct on social media, which is not exhaustive due to the rapid pace of social media and modern technology.

The Gem & Mineral Shows UK Ltd is committed to providing regular updates and content across social media platforms. Content posted by The Gem & Mineral Shows UK Ltd on these channels includes, but is not limited to:

- Links to The Gem & Mineral Shows UK Ltd published content, including promotional material related to our products and services
- Links to third-party organisations we are in collaboration with, such as charity partners and event exhibitors.
- Links to relevant information produced and published elsewhere i.e. the work of other organisations and influencers deemed relevant to our audience. This can include videos, news items, and sharing of content from other users.

Engagement and Content Sharing

The Gem & Mineral Shows UK Ltd may share content, such news and links, that is considered relevant and/or of interest to those who follow us. Any content that The Gem & Mineral Shows UK Ltd shares does not explicitly imply endorsement of any specific individual, organisation, product, or service.

Following

The Gem & Mineral Shows UK Ltd follows accounts on social media platforms that are considered relevant to its work. This could include companies, other commercial enterprises (and/or their employees) who comment on, or are associated with our industry. The Gem & Mineral Shows UK Ltd's decision to follow a particular user/account does not imply endorsement of any specific individual, organisation, product, or service. The Gem & Mineral Shows UK Ltd will endeavour to follow its customers, suppliers and collaborators that are active on social media and encourages customers to follow the The Gem & Mineral Shows UK Ltd account to raise awareness of their presence in this regard.



Comment Moderation

Whilst discussion and conversations about The Gem & Mineral Shows UK Ltd published content is encouraged between users, The Gem & Mineral Shows UK Ltd will not be actively involved. Contributions in this regard will generally be limited to correct misinformation or clarify fact. The Gem & Mineral Shows UK Ltd reserves the right to remove any comments that are considered to use inappropriate language, be vexatious or aggressive in nature or appear to be spam/irrelevant, as well as comments which appear to be promoting or selling irrelevant products or services. Should this behaviour persist, The Gem & Mineral Shows UK Ltd reserves the right to block users from its account.

User Interaction

The Gem & Mineral Shows UK Ltd will endeavour to read all private/direct messages, replies and mentions and may respond to them if required. Please note that, due to resource availability, it is not always possible to respond, and The Gem & Mineral Shows UK Ltd encourages users to make contact via info@thegemandmineralshow.com if their question or comment requires urgent attention.

Feedback and Requests

The Gem & Mineral Shows UK Ltd encourages those who wish to provide feedback or request information to contact us at info@thegemandmineralshow.com. This also applies to media requests.