

# **PICA's Social Media Interaction Guidelines**

This document communicates how the Passport Immigration and Citizenship Agency (PICA), in keeping with its mandate and core values, interacts with the international community on its varied social media platforms.

## **Accessibility of Our Social Platforms**

In the event you experience difficulty in interacting with us on our social media accounts, please contact us through other available channels of dialogue (Telephone, E-mail, Physical Visit) and we will attempt to solve the issue and/or handle your query. Please keep in mind that social media platforms are third-party service providers and are not bound by Government of Jamaica standards for web accessibility, and operate outside of PICA's control.

## **Forms Our Digital Content Will Take**

PICA's social media accounts are used as complementary mediums of exchange for sharing the content posted on our website, alongside new content, relevant to PICA, its services, its mandate, vision and mission. Its main purpose is to foster interaction and create understanding with the various publics we serve.

Users are encouraged to share, comment, like and follow our page to keep abreast of news and information covered under our mandate. The content shared from our page cannot be altered and must be used in its original form, with credit being given to PICA.

## **Our Interactions with Our Audiences**

We ask that all posts be honest, reliable and are respectful towards all parties involved. Failure to abide by these criteria will possibly result in blocking, banning and post removal. Offensive comments will be deleted. PICA is composed of professional public servants carrying out our mandate as set out in the pieces of legislation which govern us. We are an Executive Agency of the Ministry of National

Security. We do not comment on any political matters. We will not reply to comments about individual cases as accounts can be hacked and social media is not the most secure medium of exchange. Please feel free to visit us when dealing with sensitive information.

The views of our community expressed through comments on our posts do not echo the views of the Agency and are treated as opinions as they will not be peer reviewed. We reserve the right to remove without notice any post that we deem as offensive, encouraging criminal activity, prejudiced or profane, sexist, cyber bullying and/or as extremely irrelevant to the mandate of PICA; or any other post that conflicts with the human rights assured by the Jamaica (Constitution) Order in Council, 1962.

## **Responsiveness**

We understand that the Web is a 24/7 medium, and your comments are welcome at any time. However, social media channels are managed during local business hours (See our Facebook page or website for details). Outside of these hours, interaction will still be facilitated, however, it may be delayed.

## **Links to External Websites**

From time to time, for the purpose of sharing information, we may post an article or link to a website which is not under our control (directly or indirectly). PICA is not responsible for the information found after accessing the site nor do we necessarily endorse the website.

## **Endorsements & Sharing**

No like, share, comment or follow should be interpreted as an endorsement of/ any external social media account, page, website or individual.

Get in touch and connect! We are here to serve you 😊.