Getting the language right in your BBC social media posts is important.

The language you use on social media should be appropriate, inclusive and should convey respect to everyone.

Here are eight tips to help you:

1. Make sure the language you use on social media is relevant, appropriate, accurate and fair. It must also adhere to the BBC's Editorial Guidelines.

2. Avoid defining people by their gender or race. This reinforces stereotypes.

3. Check how an individual would like to be identified and what pronoun they wish to use. If you can't check directly, is it clear from their recent social media or other public activity?

4. Editorial justification is needed for the use of strong or offensive language in any BBC content, including social media. It must be editorially justifiable and should have the appropriate content and warnings. Always refer up as senior editorial sign off may be needed. The BBC has guidance on the use of Racist Language.

5. Think carefully about whether the language you use represents the genders concerned appropriately. Always aim to use neutral terms and avoid language that could be viewed as disrespectful.

6. When talking about disability, be aware that some terms are preferred to others. Preferences vary, so always ask the individual or group involved.

7. Context is important. Language that might be appropriate for one audience, may be inappropriate for another.

8. Language is also fluid, and the meaning and connotation of words can change. Always check before publication.

Remember: People share social media very quickly, so think carefully about the language you use before you post. If in doubt seek advice. The BBC News Style guide is also a useful resource.

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