

SOCIAL MEDIA GUIDANCE – FLAGSHIP PROGRAMMES

For the purpose of the Social Media Guidance, a “Flagship Programme” has been defined with reference to regularity of broadcast, reach and universality of audiences on the BBC’s broadest services, and the length of time the programme has been established on the BBC.

The BBC also has many other highly valued Programmes, however they will not fall into the scope of this area of the Social Media Guidance for a number of reasons. For example, some sit under News & Current Affairs (e.g. *Question Time*), are categorised as Factual Journalism (e.g. *Countryfile*, *Morning Live*) or covered under Children’s guidance (e.g. *Blue Peter*). Others may not be in scope because they do not feature regularly in BBC schedules (e.g. *Planet Earth*), or because of the nature of their editorial (e.g. Dramas, Comedies, Satire or Chat Shows).

The Flagship Programme guidance applies to the main presenter of the Programme, not to contributors, pundits, judges or guest hosts, and is applicable during the period that the Programme is being first broadcast by the BBC, and a two-week period before the first episode is transmitted and after the last episode is broadcast.

The current list of Flagship Programmes to which the Social Media Guidance applies is included below. Please note this list will be reviewed periodically, and changes made as required.

Programme

TV

Antiques Roadshow	Fiona Bruce*
The Apprentice	Lord Sugar
Dragon’s Den	Evan Davis*
The Great British Sewing Bee	Sophie Willan
The One Show	Alex Jones
Major Events (e.g. Sporting Events)	<i>Confirmed when On-Air</i>
MasterChef	Grace Dent & Anna Haugh
Match of the Day	Kelly Cates*, Mark Chapman* & Gabby Logan
Strictly Come Dancing	Emma Willis, Josh Widdicombe & Johannes Radebe
Top Gear	<i>Currently not in production</i>

Radio

Radio 1 – Breakfast	Greg James
Radio 2 – Breakfast	Sara Cox
Radio 2 – Mid-Morning	Vernon Kay
Radio 2 – Afternoon	Trevor Nelson
Radio 2 – Drive	<i>To be confirmed</i>

**Also covered by guidance for those working in News & Current Affairs or Factual Journalism*