



Social Media Policy

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Social Media Policy Contents

Section		Page Number
1.	Introduction	3
2.	Purpose and Scope	4
3.	Responsibilities	5
4.	Appropriate Use of Social Media	7
5.	Behaviour	8
6.	Review	9
7.	Related Policies and Procedures	10
8.	Annex Using Personal Social Media Accounts Using Mind Ystradgynlais' Official Social Media Accounts	11

SOCIAL MEDIA POLICY

1. Introduction

1.1 Social media is the term given to web-based tools and applications which enable users to create and share content (words, images, audio and video content – which includes live streaming), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn, Instagram, WhatsApp, Snapchat, YouTube, TikTok and other internet sites such as blogs and wikis.

1.2 Mind Ystradgynlais (hereafter referred to as the Charity) recognises that the internet provides unique opportunities to participate in interactive online discussions and share information on particular topics using a wide variety of social media platforms. The Charity's official social media accounts are as follows:

- [Facebook](#) – @MindCymruYstradgynlais
- [X \(formerly Twitter\)](#) – @YstradgynlaisM
- [Instagram](#) – @Mind_Ystradgynlais
- [YouTube](#) – @ystradgynlaismind5317
- [TikTok](#) – @MindYstradgynlais

Additional social media channels may be added in the future and will also be covered by this policy.

1.3 The Charity's Marketing and Communications Lead is responsible for the day-to-day publishing, monitoring and management of the Charity's official social media channels, listed above, with support from other personnel when requested. If you have specific questions about these channels, speak to the Charity's Marketing and Communications Lead. No other employee can post content on the Charity's official channels without the permission of the Charity's CEO or Marketing and Communications Lead.

1.4 Social networking can be used internally to promote levels of engagement and externally to help promote brand, reputation and initiatives. Whilst the Charity welcomes contributions via social media, there is a need to ensure that such contributions are

conducted in a respectful manner that does not disregard the dignity of others, or jeopardise its compliance with legal obligations.

- 1.5 This policy sets the standards that are expected of Charity employees, Trustees and volunteers when communicating or broadcasting (broadcasting includes live audio or video streaming) through social media web-based sites. It applies to content posted on both Charity and personal devices. It is also intended to give clear guidelines (see Annex, page 12) on acceptable standards of communication and use in both a professional and personal capacity during business hours or otherwise, help managers to manage performance, as well as to protect the Charity against liability for the actions of its employees.
- 1.6 This policy seeks to help employees, Trustees and volunteers to differentiate between their private and professional usage and comply with the law on discrimination, defamation, data protection, General Data Protection Regulation, and the overall health and well-being of colleagues.
- 1.7 This policy applies to all employees, Trustees and volunteers of the Charity. The policy does not form part of an individual's contract of employment and may be amended by the Charity from time to time in accordance with legislative requirements.

2. Policy Purpose and Scope

- 2.1 This policy deals with the use of all forms of social media, social networking sites, and all internet postings.
- 2.2 It applies to the use of social media for both Charity and personal purposes, whether during business hours or otherwise, and regardless of whether the social media is accessed using the Charity's internal IT facilities and equipment or personal equipment belonging to employees.
- 2.3 Any breach of this policy may result in disciplinary action under the Charity's Disciplinary Policy and Procedure. Disciplinary action may be taken regardless of whether the breach is committed during working hours, and regardless of whether Charity equipment or facilities are used for the purpose of committing the breach. Any employee, Trustee or volunteer suspected of committing a breach of this policy will be required to cooperate with any internal investigation.

2.4 Employees, Trustees or volunteers may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

3. Responsibilities

3.1 All employees, managers, Trustees and volunteers specifically engaged in social networking to promote the Charity should use the following safeguards:

- Make sure that the communication or broadcast has a purpose and a benefit for the Charity.
- Obtain permission from their manager before embarking on a public campaign using social media.
- Ensure that the Marketing and Communications Lead is advised and has approved content before it is published online, this includes graphics, copy, imagery, audio and video. With regards to live audio or video broadcasting, permission must be sought from the Marketing and Communications Lead before recording.
- Ensure that content does not bring the Charity or its community into disrepute, breach confidentiality, infringe copyright or do anything that could be considered discriminatory, offensive or derogatory.

3.2 Safeguarding.

- If there are concerns raised in a post, these should be reported inline with the internal safeguarding policy. It may be appropriate to signpost the individual to relevant services.

3.3 Employees and Volunteers

3.3.1 Employees and volunteers should give due and careful consideration to the creation of, and joining, any social media group.

3.3.2 Employees and volunteers must give due and careful consideration to comments that they

make on social media sites and images and or audio that they upload.

- 3.3.3 Employees and volunteers should speak to their manager or the Marketing and Communications Lead in the first instance if there is any doubt or concern about invitations to join online social media groups.

- 3.3.4 Employees should never provide references for other individuals on social media or professional networking sites, as such references can be attributed to the Charity and create liability for the author of the reference and the Charity.
- 3.3.5 Employees must not use social media as a forum to air their grievances about their employment, colleagues or their employer. Any such issues should be taken up in accordance with the Charity's Grievance Policy.
- 3.3.6 All employees and volunteers are responsible for the success of this policy and should ensure that they take the time to read and understand it.
- 3.3.7 Report any misuse of social media to the Marketing and Communications Lead.

3.4 Managers

- 3.4.1 Managers are responsible for ensuring that employees and volunteers are clearly informed of and understand this policy.
- 3.4.2 All managers have a specific responsibility for operating within the boundaries of this policy, ensuring that all employees and volunteers understand the standards of behaviour expected of them and taking action when behaviour falls below its requirements.
- 3.4.3 Employees should never provide references for other individuals on social media or professional networking sites, as such references can be attributed to the Charity and create liability for the author of the reference and the Charity.
- 3.4.4 Managers are responsible for the success of this policy and should ensure that they take the time to read and understand it.
- 3.4.5 Report any misuse of social media to the Marketing and Communications Lead.

3.5 Marketing and Communications Lead

- 3.5.1 The Marketing and Communications Lead is responsible for providing accurate and timely advice to managers and employees on the application of the Social Media Policy. The Marketing and Communications Lead can be contacted by email: marnie@minditv.org.uk.
- 3.5.2 The Marketing and Communications Lead will:

- Ensure the Social Media Policy is consistently applied across the Charity.
- Ensure that all employees have access to this policy.
- Ensure that managers investigate any concerns that are brought to their attention as quickly as possible.
- Provide training for employees and managers when requested.
- Ensure that the Social Media Policy continues to meet legislative and best practice initiatives.

3.6 The Board of Trustees

3.6.1 The Board of Trustees have overall responsibility for the effective operation of this policy and have delegated the day-to-day responsibility for overseeing its implementation to the Marketing and Communications Lead.

4. Appropriate Use of Social Media

4.1 Employees are allowed to make reasonable and appropriate use of social media websites from the Charity's computers in the course of their employment, provided that this does not interfere with their duties.

4.2 Social networking activity must not interfere with the employee's primary job responsibilities. Employees should not spend an excessive amount of time whilst at work using social media sites, including the use of their own communication devices such as a mobile phone, and should limit their personal use to break times.

4.3 When using social media in a personal capacity employees must be aware that, should they make ill-judged comments or post insensitive material whilst being identified as an employee, they run the risk of damaging the reputation of the Charity. Therefore, there must always be a clear distinction between business and private use of social media.

4.4 Employees using social media sites for personal purposes are reminded that they should do so in a responsible manner and that they are liable for their own content and conduct.

- 4.5 Employees are allowed to state that they work for the Charity but their own personal online profile name should not contain the Charity's name. Employees with personal social media accounts should be mindful of who can view their profile and act accordingly.
- 4.6 Unless an employee is engaging in social networking for the specific purpose of Charity business, such as marketing or networking purposes as defined by their role, identification with the Charity for commercial or personal purposes is prohibited.
- 4.7 Employees should neither claim nor imply that they are speaking on the Charity's behalf unless permission is granted to do so by the CEO or Marketing and Communications Lead. This includes the use of Charity logos, brand names, slogans or any other trademarks.
- 4.8 Many online social networking or media facilities allow users to set privacy levels. It is important that employees, Trustees and volunteers are aware of how these work and recognise the importance of implementing appropriate settings. Employees should regularly review their privacy settings to ensure they are appropriate.
- 4.9 Matters considered to be of public interest must be raised in accordance with the Charity's Whistleblowing Policy in order to benefit from the safeguards afforded under the Public Interest Disclosure Act 1999.

5. Behaviour

- 5.1 Employees, Trustees and volunteers are reminded that they have an overall responsibility for confidentiality, trust and acceptable behaviour towards colleagues and members of the public and that this applies as much to electronic forms of communications as it does to any other social interactions.
- 5.2 Employees, Trustees and volunteers should be aware of the way in which they interact with other users of social media and the need for respect and courtesy at all times. Comments which are regarded as inappropriate may constitute forms of discrimination, bullying and/or harassment and will be investigated under the appropriate policy.
- 5.3 Comments which are considered as being defamatory (libellous and slanderous) are also prohibited. Where allegations are upheld, disciplinary action will be taken which could include dismissal where allegations of a serious nature are involved.

- 5.4 Bullying covers any behaviour that may be characterised as offensive, intimidating, malicious or insulting, or an abuse or misuse of power through means intended to undermine, humiliate, denigrate or injure the recipient/s.
- 5.5 Harassment in general terms may be defined as unwanted conduct and may relate to any protected characteristic including age, disability, gender reassignment, marriage/civil partnership, pregnancy/maternity, race, religion/belief, sex (gender) or sexual orientation. It also includes any personal characteristic of the individual and may be persistent or an isolated incident.
- 5.6 Any form of discrimination, harassment, bullying, libel, defamation, indecent language, slander, abuse, or obscenities are prohibited in any form of social media communication (including data, images, audio or links to such material).
- 5.7 Deliberate attempts to damage the reputation of any work colleague(s) or the Charity are prohibited and will result in disciplinary action.
- 5.8 Whilst the Charity understands rights to privacy and freedom of expression, it must also consider personal and reputational damage that can impact on others and on the Charity.
- 5.9 Any users that contravene this policy may have their IT access suspended, monitored or removed. Employees should be aware that content uploaded anonymously can, in many cases, be traced back to its point of origin.
- 5.10 The Charity considers that valid reasons for monitoring internet usage include suspicions that an employee has been using social media websites when they should be working, or that they have acted in another way that contravenes this policy or other Charity policies.
- 5.11 Managers are actively encouraged to deal with matters, in the first instance, at a departmental level before raising matters more formally.

6. Review

- 6.1 This policy will be reviewed every 2 years to ensure that it continues to meet good practice and any legislative requirements.

- 6.2 Where changes in employment legislation occur that directly affect this policy and the associated procedure, a review will be carried out and any changes will be reflected and communicated with immediate effect.
- 6.3 The Charity believes in a culture of collaborative working and continuous improvement and welcomes feedback on this policy.

7. Related Policies and Procedures

- 7.1 This Policy should be read in conjunction with:

Code Of Conduct Policy

Comments, Compliments & Complaints Policy

Data Protection Policy

DBS Policy

Grievance Policy

Health & Safety Policy

Children Policy

Safeguarding Policy - Adult

Whistleblowing Policy

Annex

Using Personal Social Media Accounts

The above policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. Mind Ystradgynlais employees, Trustees and volunteers are expected to behave appropriately, and in ways that are consistent with the Charity's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive the Charity. You must make it clear when you are speaking for yourself and not on behalf of the Charity. If you are using your personal social media accounts to promote and talk about the Charity's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent the Mind Ystradgynlais' positions, policies or opinions."

2. Employees, Trustees and volunteers who have a personal blog or website which indicates in any way that they work at Mind Ystradgynlais should discuss any potential conflicts of interest with their line manager and the Marketing and Communications Lead. Similarly, those who want to start blogging and wish to say that they work for the Charity should discuss any potential conflicts of interest with their line manager and the Marketing and Communications Lead.

3. Those in senior management, and specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing the Charity's view.

4. Use common sense and good judgment. Be aware of your association with the Charity and ensure your profile and related content are consistent with how you wish to present yourself to the general public, colleagues and Charity supporters.

5. Mind Ystradgynlais works with several high-profile people, including celebrities, journalists, politicians and major donors. Please don't approach high-profile people from your personal social media accounts to ask them to support the Charity, as this could hinder any potential relationships that are being managed at a corporate level. This includes asking for retweets about the Charity.

If you have any information about high-profile people that have a connection to our cause, or if there is someone you would like to support the Charity, please speak to the CEO or Marketing and Communications Lead

and share the details.

6. If an employee, Trustee or volunteer is contacted by the media about their social media posts that relate to the Charity, they should talk to the CEO or Marketing and Communications Lead immediately and under no circumstances respond directly. Likewise, if you are asked any questions by the public about the Charity via your social media accounts, please avoid answering the question/s and indicate that they should be directed to one of the following email addresses – info@mindityv.org.uk or marnie@mindityv.org.uk.

7. Mind Ystradgynlais is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing the Charity, employees, Trustees and volunteers are expected to hold the Charity's position of neutrality. Those who are politically active in their spare time need to be clear in separating their personal political identity from the Charity, and understand and avoid potential conflicts of interest.

8. Never use the Charity's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Marketing and Communications Lead.

9. Always protect yourself and the Charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully. When you are using social media sites at work, it is important that you do so safely.

10. Think about your reputation as well as that of the Charity. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them poorly. Be polite.

11. We encourage employees, Trustees and volunteers to share tweets and posts that we have issued via the Charity's official social media accounts. When online in a personal capacity, you might also see opportunities to comment on or support the Charity and the work we do. Where appropriate, and using the guidelines within this policy, we encourage staff to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the Marketing and Communications Lead who will respond as appropriate.

Using Mind Ystradgynlais' Official Social Media Channels

The following guidance is for those who have been given permission to post/publish content on the Charity's official social media channels.

1. The Marketing and Communications Lead is responsible for setting up and managing the Charity's official social media channels. Only those authorised to do so by the CEO or Marketing and Communications Lead will have access to these accounts.
2. Authorised personnel will respond to public comments and direct messages between Monday-Friday, 9am-5pm.
3. Be an ambassador for our brand. Those publishing content and responding to questions/comments should ensure they reflect the Charity's values in what they post and use our tone of voice. Our brand guidelines set out our tone of voice that all employees should refer to when posting content on the Charity's social media channels.
4. Make sure that all social media content has a purpose and a benefit for the Charity, and accurately reflects the Charity's agreed position.
5. Bring value to our audience(s). Answer their questions, help, and engage with them.
6. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also, check the quality of images, video and audio.
7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
8. If employees, Trustees or volunteers outside of the Communications Department wish to contribute content for social media, whether not-paid-for or paid-for advertising, they should submit a request to the Marketing and Communications Lead.
9. Content about supporters or service users should not be posted without their express permission. If sharing information about supporters, service users or third-party organisations, this content should be clearly labelled so our audiences know it has not come directly from the Charity. If using interviews, videos, photos or audio that clearly identify a child or young person, consent of a parent or guardian must be sought and officially recorded before using them on social media. Please see the Charity's

Data Protection Policy for further information.

10. Always check facts. Do not automatically assume that material is accurate and take reasonable steps, where necessary, to seek verification (e.g. by checking data/statistics and being wary of photo manipulation).

11. Be honest. Say what you know to be true or have a good source for it. If you've made a mistake, don't be afraid to admit it.

12. Refrain from offering personal opinions via the Charity's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about the Charity's position on a particular issue, please speak to the Marketing and Communications Lead.

13. It is vital that the Charity does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

14. You should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

15. Employees, Trustees and volunteers should not set up other Facebook groups or pages, X (formerly known as Twitter) accounts or any other social media channels on behalf of the Charity. This could confuse messaging and brand awareness. By having official social media accounts in place, the Marketing and Communications Lead can ensure the consistency of the brand and focus on building a strong following.

16. The Charity is not a political organisation and does not hold a view on party politics or have any affiliation with, or links to, political parties.

17. If a complaint is made on the Charity's social media channels, advice should be sought from the Marketing and Communications Lead before responding. If they are not available, then speak to the CEO.

18. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the Charity's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the Charity.

The Marketing and Communications Lead regularly monitors social media for mentions of the Charity so we

can catch any issues or problems early.

If any employees, Trustees or volunteers become aware of any comments online that they think have the potential to escalate into a crisis, whether on the Charity's social media channels or elsewhere, they should speak to the Marketing and Communications Lead and/or CEO immediately.