



**Ombwdsmon
Ombudsman**
Cymru · Wales

Social Media Use Policy

Mae'r ddogfen hon hefyd ar gael yn y Gymraeg.
This document is also available in Welsh.

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1. Platforms

- 1.1 This policy is relevant to all social media platforms that we use. This currently includes X, Facebook, LinkedIn, Threads and Instagram. We do have a YouTube account, but as we currently use it mainly to store and share our video content its use is not covered by this policy.

2. Availability

- 2.1 Our social media accounts are managed by our Communications Team. The accounts are managed during office hours, Monday to Friday. We may monitor or respond from time to time outside these hours. We do not accept responsibility for delay or lack of response due to platform downtime.

3. Contact

- 3.1. We read all content that we are tagged into and all Direct Messages (DMs) sent to us and make sure that any emerging themes or helpful suggestions are passed to our colleagues. We respond to this contact if we feel that we can contribute to the discussion or offer help.

4. Following

- 4.1 We follow or like other social media accounts that are relevant to our work. This could include accounts of individuals, as well as organisations, both public and private. Our decision to follow a particular user does not imply endorsement of any kind and does not mean that we support that user, or his or her views.

5. Engagement with other content

- 5.1 We may like, share, or re-post news, links and other content relevant to our work and mandate, and of potential interest to our followers. These actions do not imply our endorsement of the message or an individual or organisation that the post originated from.

6. Making a complaint

- 6.1 We are happy to engage with you on social media to help you access our service. However, our social media accounts are generally not a channel for submitting complaints. This is because we cannot guarantee that we will respond to you via our social media account in a timely manner. If you have an enquiry or would like to submit a complaint, please use our online form (www.ombudsman.wales/complaints/), or contact us by phone, email or post:

0300 790 0203

ask@ombudsman.wales

1 Ffordd yr Hen Gae

Pencoed

CF35 5LJ

- 6.2 Be aware that we are unlikely to respond to posts we are tagged into alongside a large number of other organisations.

7. Existing complaints

- 7.1 We may publicise anonymous case studies and discuss issues in general terms. However, we do not use our social media feed to engage on matters relating to specific existing complaints. We aim to avoid escalation of such matters in the public domain. If you want to discuss a specific case, please contact our office directly using the contact details above. Alternatively, if you require other advice and assistance, or would like to share with us your feedback you are welcome to contact us via Direct Message option (as available on each platform).
- 7.2 Our social media posts are not in any way binding or an authoritative source of law, policy, advice or guidance from our office.

8. Personal information

- 8.1 If you choose to engage in conversation with us via social media, you should be aware that you do so within the public domain. To protect your privacy and that of others, we recommend that you do not include personal information in your posts.

9. Welsh language

- 9.1 We post our social media content in Welsh and English.
- 9.2 We will always post in Welsh first.
- 9.3 We cannot guarantee that external content that we share or re-post is available in Welsh. When we re-post English only content, we will add a Welsh-language caption.
- 9.4 We welcome contact via Twitter in Welsh and in English. We will always respond to you in the language of the original contact. You are welcome to notify us of your language preference at any time.

10. Welsh language

- 10.1 To improve the accessibility of our content:
- we will aim to post in Plain English / Cymraeg Clir
 - when posting images, we will add ALT text
 - when posting images, we will always add subtitles.

11. Staff use of social media platforms

- 11.1 Some of our staff may post using their own names, as private citizens. Despite their professional affiliation with PSOW, their posts or content they share do not represent the official position of PSOW.

12. Unacceptable behaviour

- 12.1 We welcome and encourage all comments and expect conversations will be carried out in a respectful manner. We ask you to keep your comments relevant and avoid personal attacks. We will not tolerate offensive, disrespectful, or abusive comments about an individual, our organisation or any of the bodies in our jurisdiction.

12.2 Unacceptable behaviour can include, but is not limited to:

- abusive, obscene, indecent, threatening, violent or offensive language or content
- defamatory, harassing, hateful remarks or accusations against individuals or organisations
- naming individual staff members
- comments that are discriminatory based on race, national or ethnic origin, age, religion or belief, gender and gender reassignment, marital status, socio-economic status, physical or mental disability, sexual orientation or use of the Welsh language
- messages that encourage or suggest illegal or illicit activity
- excessive links and code
- posts revealing too much personal information
- posts that are repetitive or are considered spam, such as the same comment being posted repeatedly.

12.3 To protect our staff from unacceptable behaviour, we reserve the right to block and / or report any unreasonable persistence, threats or offensive behaviour.

13. Review and publication

13.1 This policy will be reviewed every 2 years and is published internally and externally.

13.2 All queries about this policy can be directed to policycontrol@ombudsman.wales