

Social Media Policy

Policy number	NWR30	Current version	2
Drafted/amended by	Deirdre McCarthy	Approved by Board on	25 March 2026
Owner (role)	Chair/CEO	Scheduled review date	March 2027

1. The requirements in this document apply to all permanent, temporary and contract workers employed or engaged by NWR (National Women's Register), all trustees, any third-party organisations whilst at work or engaged on NWR business, and all members.
2. NWR social media policy provides a framework for social media use. The purpose of this policy is to explain how NWR employees should use social media on behalf of NWR and sets out the standards of behaviour expected from employee, trustee, third party and members social media use.
3. NWR is a membership organisation for women committed to Equal Opportunities for all. As such, NWR strives to create an environment for debate and dialogue within a culture of anti-discriminatory practices. NWR expects employees, trustees, third parties and members to act carefully and responsibly to support this safe space supporting our charitable objectives and protect NWR's reputation in this and other respects. NWR's social media policy requires users to post content that is:
 - a. Accessible and encourages meaningful engagement
 - b. Relevant, accurate, sensitive and timely
 - c. Compliant with the principles of confidentiality, Data Protection, Freedom of Information, and other relevant legislation.
4. Social media is a place where people exchange information, opinions and experiences to learn, develop and access services. 'Social media' refers to a variety of online communities, for example, blogs, social networks, chat rooms and forums.
5. Social media is used by NWR in a business capacity in the delivery of the organisation's aims and objectives.
 - a. Only nominated employees may post updates, messages or otherwise use NWR's social media accounts.
 - b. Employees using social media on behalf of NWR are required to read and confirm their reading/understanding of this policy, alongside NWR's data protection and privacy notice.
 - c. Employees must not breach NWR's social media policy.
6. Social media is used by NWR employees, trustees, third party organisations and members in a business or personal capacity.
 - a. Either directly or indirectly the above user groups must not breach NWR's social media policy.
 - b. Trustees using social media on behalf of NWR are required to read and confirm their reading/understanding of this policy, alongside NWR's data protection and privacy notice.
7. Public audiences use NWR social media channels.
 - a. Either directly or indirectly the above user group must not breach NWR's social media policy.

8. NWR's social media policy requires users to not post content that:
 - a. May harm the goodwill or reputation of the NWR organisation, or any disparaging information about NWR. This includes, but is not limited to:
 - i. Language or practices that are disrespectful, discourteous and domineering
 - ii. Offensive language or practices, including sexually explicit or suggestive
 - iii. Discriminatory language or practices, regards gender, race, disability, sexual orientation, belief, religion, education, class or age, or any characteristics protected by law
 - iv. Language or practices that are attacking, or provoke or incite attack by others
 - b. Is NWR confidential information or intellectual property
 - c. Is private information relating to any NWR employee or member
 - d. Encourages criminal activity or terrorism, or is related to illegal or criminal activities
 - e. Is for advertising or endorsement purposes
 - f. Is spam, junk email, chain emails and messages, content that contains viruses, corrupted files, or any other similar software or programs that may damage the operation or compromise the security of computers and networks.
9. NWR's social media policy requires users to not use offensive images as their profile picture or use an offensive username.
10. Users of NWR social media channels are responsible for obtaining all GDPR, copyright and ownership permissions for images they use.
11. Whilst NWR employees and trustees have a right to a private life and freedom of expression, as NWR officers all employees and trustees must avoid making any comment on their personal social media accounts which is likely to harm the reputation of NWR.
12. A policy breach may occur with or without explicit reference to NWR.
13. To ensure satisfactory moderation all posts without any exception must be in English.
14. Wherever possible, content in breach of the NWR social media policy will be removed from NWR controlled channels by moderators, administrators, responsible persons and adjudicators:
 - a. Where this is not possible, NWR will apply to channel controllers to report, block and remove content.
 - b. At least two moderators (or one staff member) will review and agree on an infringement prior to removal of content.
 - c. Removed content will be signposted.
 - d. Employees, trustees, third party organisations at work or engaged by NWR and members posting inappropriate content will be informed of their breach of the NWR social media policy.
15. A content review escalation procedure may be followed with a second level of adjudication:
 - a. Content may be reinstated if initial assessments are overturned by a secondary staff or trustee adjudicator.
16. Where a decision cannot be reached regards a breach of the NWR social media policy, the content author will be contacted for clarification, and where necessary requested to edit their post:
 - a. When the author refuses to edit their content on request, the content will be removed.
17. Employees, trustees and members breaching the NWR social media policy will be subject to NWR's disciplinary procedures.

18. Employees, trustees and members breaching the NWR social media policy may be prohibited from NWR Facebook Groups membership.
19. The opinions and content posted on NWR social media channels by other users do not necessarily reflect the opinions of the NWR.
20. NWR Facebook Official Group activity is subject to NWR social media policy.

NWR Facebook Official Group 'house rules'

1. NWR Facebook Official Groups are subject to and are moderated with reference to the NWR social media policy.
2. NWR Facebook Official Groups are labelled as such ie 'NWR official'.
3. NWR Facebook Official Groups are hosted by NWR to enable pursuit of NWR's objectives online.
4. NWR Facebook Official Group membership is by application and approval only, and restricted to NWR members. When registering to join members must supply their group name (or independent status) and a password.
5. All NWR Facebook Official Group members and moderators agree to comply with the NWR social media policy and NWR FB Groups 'house rules'.
6. Non-compliance can result in removal of individual posts and/or removal of access of individual accounts from the NWR Facebook Official Group(s).
7. Content is intended for approved Official Group members only. Sharing of content outside of NWR Official Groups is considered a breach of the NWR social media policy.
 - a. However, where NWR has a concern that an individual's health and safety is at risk or we believe criminal action either has been committed or there is an intention to undertake a criminal action, NWR will remove the post and take appropriate action making a referral to or seeking advice from the police or another support service.
8. NWR Facebook Official Groups are founded based on members' interests and requests for new official groups are encouraged.
9. Each NWR Facebook Official Group is moderated by at least one nominated NWR member. Moderators support NWR Facebook Official Group users in using the official groups and ensure NWR social media policy and house rules are complied with.
10. NWR Facebook Official Group participants are asked to support and respect the role and interventions of moderators.
11. Moderated hours are 9.00 am – 5.00 pm Monday to Friday. Actions related to breaches may be delayed.
12. All NWR Facebook Official Group members are encouraged to report breaches of social media policy and house rules to moderators via Messenger.
13. NWR reserves the right to remove content and deliver warnings to members and moderators related to breaches of the NWR social media policy and house rules.
14. Moderators and NWR employees will post reasons for breaches and removal of content. There is no appeal procedure.
15. Moderators may report breaches or 'issues arising' in an incident register.

Document version history

Version	Description of changes	Date
1		November 2021
2	Deirdre McCarthy – no changes to wording of policy. Formatting applied	25 March 2026