

Social Media Policy

Introduction	1
Aims	1
Objectives	2
External Content and Platform Moderation	2
Related Policies	3
Review	3

Introduction

Gwent Archives collects, preserves and makes accessible archives relating to the old administrative county of Gwent. We are committed to providing the broadest access to the collections and our services, and to maintaining high standards of customer services.

The purpose of our social media is to promote our collections, publicise events and projects, and reach new audiences to ensure that the service is relevant to residents and visitors. As the use of archive services changes in response to widely-available technology we aim to provide audiences with interactive ways to participate with Gwent Archives as well as engaging ways of exploring the service, in line with expectations of digital information and two-way engagement.

We ensure that archive staff who are using social media on behalf of Gwent Archives have received appropriate training and are provided with suitable guidance, and all use of Gwent Archive social media accounts is in accordance with Torfaen County Borough Council's policies, aims and objectives and Code of Conduct.

Aims

'Social media' is the term used for the set of online platforms, websites and interactive media that enables users to interact with each other in various ways. At Gwent Archives, we utilise Facebook, Twitter, Instagram and YouTube to engage with our audience in different ways. All content is created bilingually, in both English and Welsh, and is intended to achieve the following:

- To keep followers up to date with news and events relating to Gwent Archives

- To promote our collections using a mixture of long and short form text posts with appropriate images
- To reach potential new audiences by utilising hashtags and participating in national social media campaigns and local/national events and anniversaries.
- To share short videos promoting and providing guidance on our services and collections.

Objectives

- To promote Gwent Archives service and collections, from providing real time information to increasing awareness of events and upcoming projects/partnerships.
- To share information swiftly, and with larger audiences
- To develop more active relationships with the public, partners and other stakeholders, as well as reaching new audiences.
- To improve service decision making by enabling better engagement and feedback from the public and stakeholders.
- To engage with and build relationships with other professional organisations through our social media presence.

External Content and Platform Moderation

Gwent Archives will only share external content that is appropriate to the work of the archive service – such as events, project activities and partnerships.

The Archives will not promote external content that is considered to be for commercial gain, or promotes an organisation, event or service that is unrelated to the work or priorities of Gwent Archives.

Gwent Archives social media is reactively moderated, and we cannot accept responsibility for the content of any comments. Any accounts followed by @GwentArchives does not imply any kind of endorsement of third parties.

We reserve the right to not publish or to remove any comments received through our social media accounts that meet the following criteria;

- Contain abusive, obscene, indecent or offensive language or link to obscene or offensive material
- Contain abusive language towards another individual commenting on the post, other organisations or the account administrator
- Constitute spam or promote or advertise products, except where it has direct relevance to the subject of discussion.
- Is completely removed from the topic of conversation and/or designed to cause nuisance to the page administrator or other users.

Where possible, the Archives will respond to comments, however in many cases enquiries cannot be addressed appropriately through this medium and users will be advised to forward their enquiry to enquiries@gwentarchives.gov.uk

Related Policies

The Social Media Policy should be read in conjunction with the [Access Policy](#).

Review

This Policy was approved by Gwent Archives Joint Committee in March 2022 and reviewed in March 2023. It will be reviewed again in March 2024 or sooner if circumstances dictate.