

Social Media Policy

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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 in order to ensure that the service is relevant to residents and visitors. By working towards this, we aim to engage with our audience outside of the traditional ways of accessing the service such as via our Research Room.

At Gwent Archives we currently manage social media accounts on Facebook, Twitter, Instagram and YouTube.

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

External Content and Platform Moderation

Gwent Archives will only consider 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 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 of 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. It will be reviewed in March 2023 or sooner if circumstances dictate.