

Social Media Policy



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This policy reflects the social media tools the organisation uses and how we interact with service users, members of the public, mainstream media, and anyone with an interest in our work.

The purpose of this policy is to set out clear guidance in relation to social media and its use by Bodywhys as a communications tool. This policy applies to all social media channels used by Bodywhys.

Feedback and Complaints

Any complaints related to how Bodywhys uses social media should be made using our Complaints Policy and Procedure, which is available on www.bodywhys.ie

Scope

This Social Media Policy applies to all Bodywhys staff and volunteers.

Social Media Policy

Background

Technology, and, the internet, are popular methods of communicating and disseminating information. One clear example is social media and online social networking websites, which form part of the lives of many individuals and organisations.

Social media and social networks are internet-based platforms where individuals and organisations can post their views, create content, and share information. Social media lends itself to, and is contingent upon, the creation of social and human connections in an online environment. The power of social media is based on its speed, ability, and potential to reach a large and diverse audience. Social media websites can be accessed from a range of devices including desktop computers, mobile phones, and tablet computers. Social media websites include online journals or diaries, blogs, discussion forums, along with sites such as Twitter, Facebook, LinkedIn, YouTube and Vimeo.

Purpose

The existence and popularity of social media websites has implications for how Bodywhys, as an organisation, interacts online. Using social media allows Bodywhys, as an organisation, to engage with its community of online based followers. At the time of writing, Bodywhys uses LinkedIn, Twitter, Facebook, Instagram, YouTube and Vimeo.

Our postings on Bodywhys social media accounts are solely for the purposes of sharing information about the organisation's events, campaigns, activities and resources, alerts to content on the organisation's website and information about our support services.

Bodywhys does not provide personal or individual support to service users through its social media accounts or through private messaging systems built into social media platforms. For support and information about eating disorders, please contact alex@bodywhys.ie, for media queries please contact communications@bodywhys.ie

Social Media Policy

Social media provides an opportunity for Bodywhys to engage directly with key stakeholders and members of the public. Social media messaging is part of the organisation's overall communications strategy.

When following our social media accounts, you may see posts such as:

- Press releases related to Bodywhys
- Research related to Bodywhys and/or eating disorders
- News articles and interviews about eating disorders
- Personal stories featuring eating disorders
- Fundraisers about eating disorders
- Event information, live tweeting, including text and imagery or photography
- Awareness campaigns, infographics about eating disorders and related issues
- Information about the work of our partner organisations.

Considerations and risk management

All social media websites and platforms have the potential for misuse and abuse. Poor judgement and behaviour on social media websites can damage, and negatively affect, both individual users and organisations. Social media sites are highly public and active spaces. Inappropriate comments are noticed rapidly by other users and can be replicated and reproduced even when the original content has been removed.

For Bodywhys, the risks associated with the use of social media include inappropriate messaging, damage to the organisation's reputation, inappropriate engagement with users, breaches of confidentiality, and social media accounts being hacked or breached. Other concerns include libel or other legal action; being engaged in contentious interactions about issues within the area of mental health, directly or indirectly about Bodywhys, its Directors, staff and volunteers. Sometimes people may mention Bodywhys on social media without tagging the organisation in a post. In the event of criticism or sustained criticism, this will be escalated to the CEO.

At all times Bodywhys staff must ensure that their interactions and engagement on social media, on behalf of the organisation, are consistent and professional. Volunteers

Social Media Policy

do not work for the organisation on a professional basis and must be mindful to not misrepresent any aspects of their role on social media.

Procedures and lines of communication

Technical and administrative account level access to all of the organisation's social media accounts must be managed by dedicated Bodywhys staff only.

Primary responsibility for the use of organisation's social media websites is that of the Communications Officer. The Communications Officer is responsible for the quality and content of material and information posted and shared. Internal and external queries regarding the organisation's use of social media must be directed to the Communications Officer, and if required, brought to the attention of the organisation's Chief Executive Officer (CEO). This includes comments and criticisms received on the organisation's social media channels.

Exploring the possibility of using new social media platforms is the responsibility of the Communications Officer. Any developments and new accounts must be agreed by the CEO prior to implementation. Where practical, registration on social media websites must be associated with the Communications Officer's email address:

communications@bodywhys.ie, and not the personal email address of a staff member.

Boundaries, comments and moderation

Typically, the organisation's postings on its social media occur during normal office hours, Monday to Friday, with occasional use outside of those, e.g. webinars, conferences or live events. The organisation's social media accounts may occasionally be unavailable due to cyber issues outside of our control, and the organisation accepts no responsibility for a lack of service during downtime. In the event of a social media crisis, the Communications Officer, will, as soon as possible, take appropriate measures. Bodywhys has zero tolerance for content to which it considers inappropriate. Inappropriate content should be reported to the Communications Officer who will take

Social Media Policy

the necessary measures to block, remove and report content. Examples of inappropriate content includes:

- 1) Offensive, abusive or threatening
- 2) Vulgar or obscene
- 3) Discriminatory or unlawful
- 4) Misleading or falsely impersonating others
- 5) Defamatory
- 6) Spam, or repeated posts of the same and/or off-topic message(s)
- 7) Trolling in nature, or aiming to deliberately provoke or upset others.

This zero tolerance approach applies to all digital communications. If we feel your content falls under the examples above, in most cases, we will respond and request that you remove the relevant content yourself, providing details of our feedback pathways for an offline conversation, if appropriate.

Bodywhys will read all the messages received on its social media pages, however due to resource constraints, it will be not able to respond to each one. Bodywhys receives frequent requests by email and private message from individuals and organisations to share or promote news or information on a broad range of issues and topics. We are not able to respond to or review all these requests. Bodywhys is not able to share all personal stories about eating disorders that are communicated to us via social media.

Bodywhys is not in a position to respond to all specific and individual queries which may arise on its social media platforms, nor is it in a position to engage in online debates or discourse.

Bodywhys is not obliged to follow or like the activities of any of its followers. A follow or like from Bodywhys does not imply an endorsement on behalf of the organisation.

Social Media Policy

Where possible, account profile information pages must state explicitly that Bodywhys does not provide support services via the organisation's social media sites.

Support requests, from people with eating disorders, family and friends or other individuals, must not be facilitated through the organisation's social media accounts. Those at risk must be signposted to the organisation's support services, or appropriate external resources and agencies. In the event of contact involving child protection concerns, the issue will be directed to the organisation's Designated Person.

Comments or complaints about the organisation's support services will be directed to the organisation's Support Services Manager and brought to the attention of the CEO.

All other complaints about the organisation and its work received through social media will be directed to the Communications Officer, and in turn, to the CEO. We endeavour to maintain the safety of our social media accounts for all users. To be able to do this, we reserve the right to hide or remove any content that we feel is inappropriate. If we do so, we may respond to you on the relevant social media platform to let you know that this is happening, unless your content has been removed on repeated occasions and we have explained this to you in the past.

All postings and commentary on behalf of the organisation's social media websites will be made within the boundaries of the organisation's ethos, beliefs, aims, and media policy.

Postings made on the organisation's social media accounts will always be respectful and honest. When using the organisation's social media websites, Bodywhys staff will refrain from posting personal attacks, slurs, or comments that are racist, obscene, or offensive and slanderous against any other organisation or individual.

While every effort should be made to ensure open communication, in certain circumstances, comments and posts made by other users may be moderated by Bodywhys staff. Examples include but are not limited to: inappropriate and offensive language, postings that are unlawful, obscene, threatening, defamatory, libellous, abusive and hateful, seeking to promote and advertise business or a website, content

Social Media Policy

which is damaging to the situation or circumstance of an individual, content which may damage Bodywhys and its reputation or content which is designed to cause nuisance to Bodywhys or other users. Bodywhys reserves the right to remove a user's access to its social media accounts at any time without warning.

Triggering images or comments that could impact negatively on other users will be removed. Examples include but are not limited to 'thinspiration' and pro-eating disorder behaviour, imagery, comments and internet links, as well as details of diets and weight related behaviours.

Bodywhys will not engage with user accounts that are deemed to be inappropriate, offensive, or potentially triggering.

The organisation's use of copyrighted material will be made in accordance with appropriate licensing conditions.

Photographs from Bodywhys events, activities, campaigns, and launches may only be posted with appropriate permission and consent.

Bodywhys will not use social media to comment on individual cases of those affected by eating disorders.

Bodywhys will not use social media to comment on individual treatment facilities, either to criticise or endorse.

Where Bodywhys reposts or likes third party accounts, this does not indicate an endorsement of the party's support services, information services or website. Reposts must be undertaken with respect to content that is suited to the Bodywhys social media audience. This typically involves a mixture of individual users, other non-profit organisations based in Ireland and groups Bodywhys works in partnership with.

Abusive or spam tweets and comments directed at Bodywhys may result in followers being blocked and reported to the relevant social networking provider.

Social Media Policy

Failure to engage should not be viewed as a refusal to comment on a particular issue.

Confidentiality and information security

Confidential information about Bodywhys, its staff and volunteers, or those who contact the organisation's support services, should not be shared on the organisation's social media websites.

Internal and technical access to the organisation's social media accounts must be carried out by dedicated Bodywhys staff only. Passwords must not be simplistic and must be stored securely. Use of multifactor authentication (MFA) must be applied to log ins, where available.

The Communications Officer is responsible for the security and integrity of social media accounts and passwords. The Communications Officer is responsible for making arrangements to permit the CEO access to password protected social media accounts and systems. In the event of an account breach, any spam or unintentional posts made under the organisation's name must be deleted. Passwords must be changed immediately. A note of any breaches should be recorded and alerted to the CEO.

Breaches of this policy may result in disciplinary action up to and including dismissal.

Bodywhys retains the right to make variations or amendments to this policy and give reasonable notice of any such variation or amendment.