Esgobaeth Llandaf
Diocese of Llandaff
Mae Ffydd Yn Cyfrif | Faith Matters

Llandaff Diocesan Board of Finance (DBF) Social Media Policy

October 2026

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1. Introduction and Scope

Social media offers an ever-changing landscape of tools which enable highly interconnected communication but also present many pitfalls. The algorithms which drive content priority tend to highlight sensational items, sometimes uplifting and positive but very often the opposite. Many people interact quite differently through the prism of social media than they would do in person.

In this complex environment Llandaff DBF encourages its employees to use social media to celebrate our work and mission. We also expect our staff always to behave with courtesy and respect on all forms of social media, including those now existing and any which emerge in the future.

This policy aims to help staff navigate their personal use of social media in a way which recognises their individual freedom of speech and is also aligned to the values and purposes of the Diocese. It therefore lays out some standards which we expect employees to observe.

This policy does not set out guidelines for posting on Diocesan social media accounts, which is separately covered by our Comms Strategy and should only be undertaken as outlined there.

This policy applies to employees, trustees, and volunteers, and it applies to the use of social media for business and personal purposes however and whenever accessed.

2. Our social media standards

Our behaviour within social media should always be in line with the Church in Wales' Dignity Charter, which underpins a framework of courteous and respectful interactions, and can be found on the Church in Wales website.

Our social media standards support that Charter and are divided here into requirements and guidelines.

2.1.Requirements

2.1.1. Employees must not post on behalf of the Diocese using their personal social media. When using Diocesan social media, they must only post in line with the requirements and approach laid out in the Comms Strategy.

2.1.2. Personal social media should be linked to personal email addresses, phone numbers, or other identifiers, and not Church in Wales ones.

2.1.3. Personal social media accounts should indicate that any views or opinions shared are the individual's own. Personal posts should at no time imply that the individual posting is speaking on behalf of the Diocese or the Church in Wales, and employees should not include the name of the Diocese as part of their name in your online profile.

However, it should still be born in mind that despite these precautions, anything an employee posts may still reasonably be associated with the Diocese or the Church in Wales in the minds of those who see it.

2.1.4. Any information shared on social media must be considered as being in the public domain, regardless of privacy settings applied.

2.1.5.The privacy of others should be respected, not sharing others' details or images of others without permission; and the confidentiality of any information relating to the DBF or specific individuals must be maintained.

2.1.6. Social media should not be used in a way that breaches any other LDBF policies. If a communication would not be appropriate outside social media, using social media does not make it appropriate.

2.1.7.Social media should never be used for abuse. Anything which could be considered discriminatory, defamatory, harassing or bullying should be avoided, and do not post either inappropriate content or links to it.

2.2.Guidelines

2.2.1. Avoid posting in haste, especially when riled. Once posted, content is effectively permanent, always persisting somewhere, and can easily be taken far more seriously than it may have been intended.

2.2.2.Communication on social media should demonstrate the same values of courtesy and respect that would be shown face to face, in line with the ethos of the Diocese and the Church in Wales' Dignity Charter, speaking with love, never with hate. As far as possible seek to post, like, and re-post positive and encouraging content and stories.

2.2.3. It is vital to remember that the Diocese seeks to serve and to welcome everyone and anyone. That means a diverse group of people whose opinions will be equally diverse, whether on politics, social issues, theological questions, matters of public controversy, etc. Healthy freedom of speech means genuinely respecting the right of others to disagree, even on the issues individuals care most about, and listening rather than shouting.

Engaging in debate and supporting issues people care about on social media should be done without making statements which condemn those with different views or imply that only one view in relation to a contentious issue is valid.

For example, a post which said, "Anyone who votes for political party X doesn't belong here" would be completely unacceptable, or one which said, "Every decent person thinks Y about issue Z".

3. If social media goes wrong

3.1. If you see something on social media which is negative about the Diocese or the Church in Wales or you believe could have a negative impact on either or on their activity, do not respond personally in the first instance but contact the Comms team.

3.2.If you see something on social media which causes safeguarding concerns, do not respond personally but treat them as any safeguarding concern and report to the Safeguarding team.

3.3. If you have made an error on social media or posted something you later regret

which you believe may impact the Diocese or Church in Wales, or if a potentially problematic historic post comes to light, contact the Diocesan Comms team. It is always better to address any issues sooner rather than later.

END OF POLICY

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