



## Introduction

At GROW Radio ("we", "us", or "our"), we recognise the importance of social media as a communication tool for engaging with our listeners, sharing content, and promoting our brand. This Social Media Policy outlines the rules and guidelines for using the radio station's social media platforms, including how to interact with users, address negative feedback, and maintain a professional online presence.

## Scope

This Social Media Policy applies to all employees, contributors, and representatives of GROW Radio who create, manage, or contribute to our social media accounts on platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube, and any other channels used to represent our brand.

## Rules and Guidelines

- **Be respectful:** Treat all social media users with respect and courtesy, and avoid engaging in arguments, personal attacks, or offensive language. Be mindful of the public nature of social media and the potential impact of your actions on our brand and reputation.
- **Be accurate:** Ensure that all information you share on our social media platforms is accurate, up-to-date, and factual. If you are unsure about the accuracy of a piece of information, verify it before sharing or consult with your supervisor or the social media manager.
- **Be transparent:** Clearly identify yourself as a representative of GROW Radio when engaging with users on social media. Avoid creating anonymous accounts or using pseudonyms to post on behalf of the radio station.
- **Maintain confidentiality:** Do not share any confidential or proprietary information related to GROW Radio, our listeners, guests, or business partners on social media. Be mindful of privacy and data protection laws and regulations when sharing personal information about others.

- Follow copyright and intellectual property rules: Respect the intellectual property rights of others when sharing content on social media. Obtain the necessary permissions or licenses to use copyrighted materials, such as music, images, videos, or text.
- Comply with platform policies: Familiarise yourself with the terms of service, community guidelines, and other policies of each social media platform you use, and ensure that your activities on those platforms comply with those policies.
- Respond to negative feedback professionally: Address negative comments or complaints with professionalism and empathy, and escalate any unresolved issues to the appropriate department or supervisor for further action.
- Avoid controversial topics: Refrain from engaging in discussions or debates related to controversial topics, such as politics or religion, on our social media platforms, as they may alienate some users or reflect poorly on our brand.
- Monitor and report inappropriate content: Regularly monitor our social media platforms for inappropriate content, such as spam, offensive comments, or unauthorised promotional activities, and report any issues to your supervisor or the social media manager.
- Seek approval for new content and campaigns: Obtain approval from your supervisor or the social media manager before launching any new social media campaigns, promotions, or initiatives.

## **Consequences of Non-Compliance**

Failure to comply with this Social Media Policy may result in disciplinary action, up to and including termination of employment or termination of any relationship with GROW Radio, depending on the nature and severity of the violation.

## **Changes to This Social Media Policy**

We may update this Social Media Policy from time to time to reflect changes in our practices, industry standards, or legal requirements. When we make changes, we will update the effective date at the top of this document, and we encourage you to review the policy periodically to stay informed about our social media practices.

## Contact Us

If you have any questions, concerns, or comments about this Social Media Policy, please contact us at:

GROW Radio  
Attn: Social Media Manager  
7 Chapman Court  
Bridge Street  
Warwick  
CV34 5DP  
England  
Email: [gary@growradio.uk](mailto:gary@growradio.uk)  
Phone: 07866602507

We are committed to working with you to resolve any concerns or complaints you may have about our social media practices. If you are not satisfied with our response, you may have the right to seek legal remedies under applicable laws and regulations.