

SOCIAL MEDIA TERMS OF USE

These Terms of Use apply to you when you communicate with Adoption West through our social media accounts.

What to expect from us?

Our accounts vary in terms of frequency and content, but we typically aim to post several times a week. Through our social media accounts we aim to update you not only on our current work, but also inform you of information on and around the theme of adoption. We strive to publish recent and relevant news stories, event photos, videos and event information.

We read all the messages and comments we receive. Though we may not reply, we will always listen to what you have said, and act as appropriate.

Adoption West is currently actively engaged on the following social media platforms:

- Twitter: *@AdoptionWest*
- Facebook: *facebook.com/AdoptionWest*
- Instagram: *instagram.com/adoptionwest/*

We are currently looking into LinkedIn.

Posting Guidelines

The following posting guidelines apply to any social media where users can directly post onto our social media accounts (either by commenting, messaging or adding an original post).

We will always respond courteously to you, and we expect the same of those who contact us. As well as complying with the 'Terms of Use' of the associated social media platform, the following standards of behaviour should be followed:

- We do not allow comments that are disrespectful, abusive, hateful or intended to defame anyone or any organisation, nor do we allow obscene, explicit or racial comments.
- We reserve the right to delete comments that:
 - are spam or advertising
 - are clearly off-topic or disruptive

- advocate illegal activity
- promote services, products or political organisations
- infringe on copyrights or trademarks

You are wholly responsible for any content you post (including content you share), and anyone repeatedly engaging with us using content or language which falls into the above categories may be blocked and / or reported to the associated social media platform.

- Comments and posts expressed by fans or followers of our social media accounts do not reflect the opinions and position of Adoption West or its employees.
- Please respect the confidentiality of Adoption West employees. Do not refer to them in a public social media post by name, publish personal information about them, or use their photographs without their permission.
- Please do not use Adoption West imagery without permission when setting up social media profiles.

Availability

Although posts are welcome on our social media accounts at any time, Adoption West will monitor and update its social media accounts during regular business hours between 9.30am until 5pm, Monday to Friday. Any monitoring or updating outside of these hours is likely due to an emergency or special event.

Response Time

Adoption West will do its best to respond to any questions (that don't violate the Terms of Use) within one business day.

Please ensure any enquiries you make are as clear and detailed as possible. If necessary, and where appropriate, we will invite you to provide more information in a private Direct Message (DM).

If we can't answer your enquiry straight away, we'll let you know that we are gathering the necessary information. We'll then aim to get back to you within 24 hours of your initial enquiry, though this is not always possible.

Things to Consider

- Comments which do not follow our Posting Guidelines may be removed, and users that ignore these guidelines may be banned.

- For any matter that is confidential, or too complicated for posting to the public, please contact us via one of the additional contact methods provided on our website: www.adoptionwest.co.uk
- Because the servers of social media platforms are managed by a third party, our social media accounts may be subject to downtime that is out of our control. Therefore, Adoption West accepts no responsibility for platforms becoming unresponsive or unavailable.
- Don't forget that social media platforms have their own Terms of Use to be followed. You can read them here: [Twitter, Facebook, Instagram](#).
- Although we will work hard to help you, we can't guarantee that we will understand your question completely or answer it accurately. By contacting us through a social media site, you acknowledge that any response we provide to you through the same site:
 - is intended to provide helpful information or resources
 - is not considered to be definitive advice or guaranteed to solve your issue

If you have any questions concerning our use of social media, please contact: info@adoptionwest.co.uk.