



NSUN social media usage policy

External. Last updated: December 2025

This policy will be reviewed regularly by NSUN's Head of Communications & Membership (amy.wells@nsun.org.uk).

We use social media channels (primarily Bluesky, Instagram and X/Twitter, though we also have a presence on several other platforms) to share news and updates about NSUN's work and to amplify voices of lived experience from within the membership and beyond. Our social media channels are staffed by a small team of staff who, like the rest of our staff and trustees, have lived experience of mental ill-health, trauma, and/or distress. To protect our own wellbeing and help embed our organisational values of solidarity, equality, integrity and diversity, we have developed a short statement on our social media usage.

We will not engage with posts, direct messages, mentions or comments directed at us that are racist, sexist, homophobic, transphobic, ableist, misogynistic or otherwise discriminatory, and we reserve the right to mute or block accounts who consistently engage with us in bad faith.

Our X/Twitter account has existed since 2010, and has been managed by many different people over time. Following an account does not mean we endorse the account or its posts. We reserve the right to unfollow accounts that we consider to post offensive or irrelevant content in order to stay consistent with our organisational values and aims and protect our staff.

We will always strive not to amplify content on our social media channels that is harmful or discriminatory. Sometimes we may amplify content that uses language that we may not use as an organisation, because people and organisations use a wide range of language to describe and conceptualise their own lived experiences of mental ill-health, distress, or trauma (and of other marginalisations). As an organisation that does aim to amplify different views and perspectives, it may be that from time to time we share (or

are asked to share) content that we may not fully agree with as an organisation, but we will always try to make sure that what we share is in line with our values.

As the team working on our social media channels is very small, we do not have the capacity to fully “vet” accounts before we share their content, so reposts (for example) do not mean that we endorse the account, or its other posts. If we are amplifying content from an account that posts harmful or discriminatory content that contradicts our values, you are welcome to get in touch with us at info@nsun.org.uk to alert us to this. We then reserve the right to make a judgement on whether we will remove what we have shared and not amplify other content from the account in the future.

As a small team, we may also be unable to respond to all messages and ‘tags’ on social media channels, though we will do our best to get back to anything containing a query for us. You can also contact us at info@nsun.org.uk if you have a query that requires a response.