



## **NSUN social media usage policy**

### **External. Last updated: June 2026**

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

We use social media channels (for example Bluesky, Instagram, X/Twitter, Facebook, and LinkedIn) 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 managed by a small number 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, equity, integrity and intersectionality, we have developed the following 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.

Several of our social media accounts have existed for a very long time (for example, NSUN has had an X/Twitter account since 2010), which means they have 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 (e.g. through re-posts) 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 re-posts (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](mailto: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](mailto:info@nsun.org.uk) if you have a query that requires a response.

#### **A note on our presence on X/Twitter:**

We know that many people and organisations have recently chosen to step away from X/Twitter, in part due to ethical concerns about the way (and by whom) the platform is run. Our decision to remain on the platform is under continual review. Currently, we are choosing to remain present on X/Twitter, as many of our membership are still active on the platform, which acts as a valuable source of connection and information-sharing for them. However, we are investing time into building our newer accounts on alternative platforms, and continue not to use any paid features of X/Twitter.