

## **Welsh Language Standards – Social Media**

Under the Welsh Language Measure [Wales] 2011 Aberystwyth University has a statutory duty to comply with 2 Service Delivery Standards which refer to Social Media. These Standards are in place to provide members of the public and students the right to use Welsh when receiving information from and corresponding with the University via social media. The Standards (nos. 62 & 63) state that the University must not treat the Welsh language less favourably than the English language and that any contact made in Welsh must be replied to in Welsh (if a reply is necessary).

### **Definition of Social Media**

According to the Welsh Language Commissioner the term ‘social media’ is defined as a website or application that enables users to create and share content or to take part in social networking e.g.

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube

### **Which Social Media Accounts are Subject to the Standards?**

The Standards apply to the University’s use of all social media. These include:

- corporate accounts
- departmental accounts
- individual staff accounts if they are operating on behalf of or in the name of the University.

For individual social media accounts, not connected solely with their work, the individual’s preferred language may be used.

### **Not treating Welsh less favourably than English**

In order to ensure that the Welsh language will not be treated less favourably than the English language in the context of social media, one of the following may be done:

- have separate social media accounts, one for each language, which are updated at the same time and have the same content
- have a bilingual account where Welsh appears before English
- have one account which produces the same amount of content in Welsh and in English, but that this content is not necessarily a translation.

The above also applies to content which is a permanent feature of the account e.g.

- biographical text ('bio) on Twitter/Instagram
- text about the account in the 'Information' section of Facebook

and also to temporary material where messages disappear after a specified amount of time e.g.

- Instagram Story
- Facebook Story

If separate Welsh and English accounts are operated:

- It should be made clear on the English account that a corresponding account exists in Welsh (e.g. by providing a direct link to the Welsh account from the corresponding English account).

### **Links from Social Media Accounts to Other Resources**

If there is a link from a social media account to another resource e.g. a document or website, you should:

- check whether there is a Welsh version of that resource

and if there is a Welsh version you should:

- provide a link to the Welsh language version from the Welsh language account

If there is no Welsh version available and the resource was produced by the University you should check whether the resource should be available in Welsh according to the Standards. This can be done by considering the relevant Standards (see *Aberystwyth University's Welsh Language Standards* - <https://www.aber.ac.uk/en/cgg/bilingual-policy/safonau/> or by asking the Centre for Welsh Language Services for advice.

### **Video and Sound Clips**

If the account provides a video and/or sound clip, they should be available in Welsh if they:

- are advertising University services
- give publicity to the University

Note that it is not acceptable to use Welsh subtitles in a video with an English voiceover, instead of providing a Welsh voiceover for the video.

If the clips are provided by an external body i.e. they are nothing to do with the University, you should check whether Welsh versions are available and use those when appropriate.

### **Messages and Sharing**

It is not necessary to translate messages submitted by other people on the accounts. Such messages may include information submitted:

- in chat rooms
- in a feedback section, or
- in a discussion forum.

If an account retweets on Twitter or shares information from other people on Facebook, and the original message is in English, it is not necessary to translate this to Welsh.

### **Correspondence via Social Media**

The Welsh Language Standards that relate to correspondence also apply to correspondence received via social media. Therefore you should:

- answer in Welsh to correspondence received in Welsh
- make it clear that people are welcome to correspond with the University in Welsh.

The social media account's permanent text should include the bilingual phrase below:

*Rydym yn croesawu gohebiaeth yn Gymraeg a Saesneg. Cewch ateb Cymraeg i bob gohebiaeth Gymraeg ac ateb Saesneg i bob gohebiaeth Saesneg. Ni fydd gohebu yn Gymraeg yn arwain at oedi.*

*We welcome correspondence in Welsh and English. Correspondence received in Welsh will be answered in Welsh and correspondence in English will be answered in English. Corresponding in Welsh will not involve any delay.*