

Communications and Social Media Policy

Wrexham BID Ltd | Company No. 16536873

Last Updated: February 2026

1. Purpose and Scope

This policy sets out how Wrexham BID Ltd manages its communications — including social media, email, the website, press, and public relations — and the standards expected of all staff and Board members when communicating on behalf of, or in connection with, the BID.

Effective, consistent, and professional communication is essential for the BID's credibility and reputation. All communications must align with the BID's brand identity, values, and strategic objectives.

2. Who This Policy Applies To

This policy applies to:

- All BID employees and the BID Manager.
- Board members when communicating in a BID capacity.
- Contractors and partners producing communications on behalf of the BID.

It covers all communication channels including social media, email, the BID website, printed materials, press releases, and public statements.

3. Brand and Tone of Voice

- All BID communications must reflect the Wrexham BID brand guidelines, including the use of approved logos, colours, and fonts.
- Communications must be professional, positive, and accessible — written in plain language and, where applicable, bilingual in English and Welsh (see Welsh Language Policy).
- The BID's tone should be welcoming, community-focused, and commercially constructive.
- The BID should not make political statements on behalf of the BID without full Board approval.

4. Authorisation of Communications

- The BID Manager is responsible for approving all formal, public-facing communications, including press releases, formal statements, and significant social media campaigns.
- Routine social media posts (event promotion, city centre updates) may be posted by authorised BID staff without individual Board approval, provided they comply with this policy.
- Any communication that could be considered controversial, politically sensitive, or legally significant must be approved by the Chair before publication.
- No Board member may issue a public statement on behalf of the BID without prior approval from the BID Manager or Chair.

5. Social Media

5.1 Official BID Channels

The BID operates official social media accounts across relevant platforms. These accounts are managed by the BID Manager or authorised staff. All content must:

- Be accurate, fair, and not misleading.
- Be appropriate for a public audience, including young people.
- Not make defamatory, discriminatory, or legally prejudicial statements about any individual, business, or organisation.
- Not disclose confidential or commercially sensitive information about the BID, levy payers, or contractors.
- Comply with copyright and intellectual property law — including not sharing images or content without appropriate rights or permissions.
- Not engage in political campaigning or express partisan political views.

5.2 Personal Social Media Use

Board members and staff have the right to maintain personal social media accounts and to express their own views as private individuals. However, they must:

- Not identify themselves as representing Wrexham BID Ltd in a personal capacity without prior approval.
- Not share confidential BID information, including details of Board discussions, contractual negotiations, or levy payer data.
- Avoid posting content that could bring the BID into disrepute or that conflicts with the BID's stated values or policies.
- Make clear, where relevant, that any views expressed are their own and not those of the BID.

Staff and Board members who are uncertain about whether personal social media activity is appropriate in a BID context should seek guidance from the BID Manager before posting.

6. Website

- The BID website (wrexhambid.co.uk) is the primary digital home of Wrexham BID Ltd and must be kept accurate, current, and accessible.
- Content must be reviewed and updated at least quarterly, and outdated information must be removed or corrected promptly.
- The website must include up-to-date policy documents as required by this and other BID policies.
- The BID Manager is responsible for overseeing website content. Any significant changes to the website structure or content should be approved by the BID Manager.

7. Media Relations

- All media enquiries (from journalists, broadcasters, or bloggers) must be directed to the BID Manager.
- No staff member or Board member should make statements to the media on behalf of the BID without authorisation from the BID Manager or Chair.
- Press releases must be approved by the BID Manager before issue. Those with significant reputational implications must also be approved by the Chair.

8. Crisis Communications

In the event of a significant incident affecting the BID area, or a reputational crisis involving Wrexham BID Ltd, the following principles apply:

- The BID Manager and Chair will be the primary decision-makers on communications.
- All statements must be accurate, measured, and issued only after appropriate facts have been established.
- Social media posts that could inflame or mislead during a crisis must be approved before publication.
- The BID should liaise with WCBC, North Wales Police, and other partners as appropriate before making public statements related to major incidents.

9. Retention of Communications Records

Significant BID communications — including formal press releases, published reports, and major social media campaigns — should be archived for reference. This archive should be maintained by the BID Manager. Records containing personal data must be handled in accordance with the BID's GDPR Policy.

10. Breach of Policy

Breach of this policy by a BID employee may result in disciplinary action. Board members who breach this policy may be asked to account for their actions to the full Board. In serious cases, breach of this policy could amount to a breach of the Board Member MOU.

11. Review

This policy will be reviewed annually by the BID Manager and presented to the Board for approval.