

Welsh Language Standards – Social Media Criteria

Account information and settings

- The handle or display name for bilingual social media accounts must be bilingual or neutral. Where you have separate English and Welsh accounts, the names must be a direct translation of each other.
- Editable account content, such as 'about' information, contact details or links to websites must be bilingual on single accounts, or like-for-like on separate English and Welsh accounts.
- If you have separate English and Welsh language accounts, they must highlight the alternate language account in the in their account information.
- Where profile or header images include text or a logo, this must be bilingual on single accounts, or like-for-like on separate English and Welsh accounts.
- Any auto-responses must be bilingual on single accounts, or like-for-like on separate English and Welsh accounts.

Posting content

- You must ensure that all content you post is available in Welsh, either through posting bilingual content or through separate English and Welsh posts. This includes ensuring that any image or video content accompanying your post is available in Welsh.
- When publishing separate posts, you must either schedule them to publish at the same time, or publish the Welsh language post first where you are unable to schedule posts in advance.
- When publishing a bilingual post, ensure that the Welsh language comes first to prevent it becoming hidden behind a 'Read More' button.
- If your post features an image that includes text, you must ensure that the Welsh text is in a prominent position so that it will not be hidden if the platform crops your image.
- If you are publishing a video, you must ensure that the Welsh language isn't treated any less favourably than the English language, with all text and audio available in Welsh.
 - If the video features a piece to camera with a subject matter expert or a person in a position of responsibility who is unable to speak Welsh, and where there is no Welsh speaking alternative, you should publish a version of the video with Welsh Language subtitles/captions.

Engaging with other accounts

- If somebody contacts your account using Welsh and a response is required, you must respond to them in Welsh.

- If you retweet or share an English language post from another account, you must also share or retweet the post In Welsh if it is available.
 - If you operate separate English and Welsh language accounts, if you are unable to find a Welsh version of the content you have retweeted or shared, you must share or retweet the English version of the post to your Welsh language page.