



**Wisdom**  
**on Wellness**  
the community of wellness experts

## Social media policy

Wisdom on Wellness (WOW) uses social media platforms such as Instagram, Twitter, LinkedIn and YouTube as a tool to communicate quickly, clearly and in an engaging manner to those interested in the work of WOW. This document outlines the principles relating to WOW conduct on social media, which is not exhaustive due to the rapid pace of social media and modern technology.

WOW is committed to providing regular updates and content across social media platforms. Content posted by WOW on these channels includes, but is not limited to:

- Links to WOW published content, including promotional material related to our products and services
- Links to third-party organisations we are in collaboration with, such as charity partners and event exhibitors.
- Links to relevant information produced and published elsewhere i.e. the work of other organisations and influencers deemed relevant to our audience. This can include videos, news items, and sharing of content from other users.

### Engagement and Content Sharing

WOW may share content, such news and links, that is considered relevant and/or of interest to those who follow us. Any content that WOW shares does not explicitly imply endorsement of any specific individual, organisation, product, or service.

### Following

WOW follows accounts on social media platforms that are considered relevant to its work. This could include companies, other commercial enterprises (and/or their employees) who comment on, or are associated with our industry. WOW's decision to follow a particular user/account does not imply endorsement of any specific individual, organisation, product, or service. WOW will endeavour to follow its customers, suppliers and collaborators that are active on social media and encourages customers to follow the WOW account to raise awareness of their presence in this regard.

### Comment Moderation

Whilst discussion and conversations about WOW published content is encouraged between users, WOW will not be actively involved. Contributions in this regard will generally be limited to correct misinformation or clarify fact. WOW reserves the right to



remove any comments that are considered to use inappropriate language, be vexatious or aggressive in nature or appear to be spam/irrelevant, as well as comments which appear to be promoting or selling irrelevant products or services. Should this behaviour persist, WOW reserves the right to block users from its account.

### User Interaction

WOW will endeavour to read all private/direct messages, replies and mentions and may respond to them if required. Please note that, due to resource availability, it is not always possible to respond, and WOW encourages users to make contact via [info@wisdomonwellness.co.uk](mailto:info@wisdomonwellness.co.uk) if their question or comment requires urgent attention.

### Feedback and Requests

WOW encourages those who wish to provide feedback or request information to contact us at [info@wisdomonwellness.co.uk](mailto:info@wisdomonwellness.co.uk). This also applies to media requests.