

Social Media & Marketing



1. Purpose

This policy outlines how Empowered Forward uses social media and marketing channels to promote Mental Health First Aid training and engage with the community. It ensures that all communications are ethical, respectful, and aligned with Australian standards and values.

2. Scope

This policy applies to:

- All content shared via Empowered Forward's social media accounts (e.g. Facebook, Instagram, LinkedIn)
- Email newsletters, website updates, and promotional materials
- Any public-facing marketing or advertising campaigns

3. Our Commitment

We are committed to:

- Promoting mental health awareness with integrity and compassion
- Respecting privacy and consent in all communications
- Ensuring content is inclusive, accessible, and culturally sensitive
- Complying with relevant laws, including the Australian Consumer Law and Spam Act 2003

4. Content Guidelines

Empowered Forward will:

- Share accurate, evidence-based information about Mental Health First Aid
- Avoid sensationalism, stigma, or misinformation
- Use inclusive language and imagery that reflects diverse communities
- Credit third-party sources appropriately
- Clearly distinguish promotional content from educational posts

5. Privacy & Consent

We respect the privacy of all clients and participants. Therefore:

- No personal information, photos, or testimonials will be shared without written consent
- Group photos from training sessions will only be posted with prior permission
- Email marketing will only be sent to individuals who have opted in

6. Engagement & Moderation

We welcome respectful dialogue and community engagement. However:

- Comments or messages that are abusive, discriminatory, or spam will be removed
- We do not tolerate harassment or trolling on any platform
- Empowered Forward reserves the right to block or report users who violate these standards

7. Advertising & Promotions

Any paid advertising or promotional partnerships will:

- Be clearly disclosed
- Align with Empowered Forward's values and mission
- Avoid misleading claims or pressure tactics

8. Mental Health Sensitivity

Given the nature of our work, we take extra care to:

- Include content warnings where appropriate
- Avoid triggering imagery or language
- Encourage help-seeking and provide referral information when needed

9. Review & Updates

This policy is reviewed as required or when significant changes occur in social media platforms, marketing regulations, or community feedback.