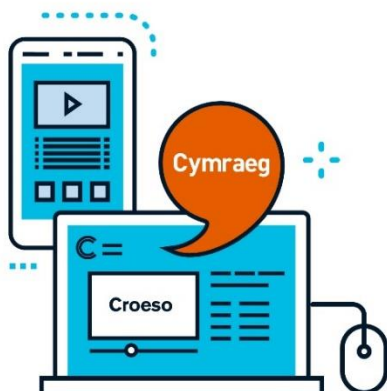


Comisiynydd y
Gymraeg
Welsh Language
Commissioner

Social Media Monitoring Surveys: Organisations implementing Welsh Language Schemes



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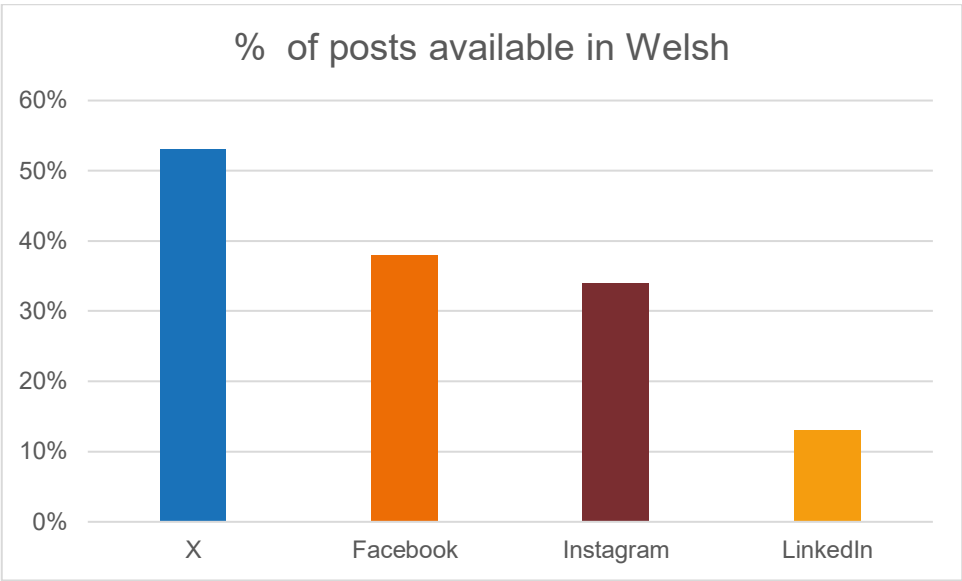
1 Introduction

- 1.1 This year, we have reviewed our arrangements for monitoring and regulating public bodies' compliance with their language duties, to ensure they align with the aims of the Strategic Plan and the Regulatory Outcomes published in 2024-2025.
- 1.2 As part of this review, we considered what changes and alternative approaches were needed to make the best use of our resources, and to promote compliance in a more proactive way.
- 1.3 We were keen to develop monitoring and promotional methods that would provide us with greater assurance regarding organisations' compliance. It was decided to plan quarterly monitoring surveys, with results reported back to individual organisations within the same quarter.
- 1.4 One of the key advantages of this monitoring approach is that organisations are informed of any compliance issues in a timely manner throughout the year, giving them the opportunity to implement appropriate solutions promptly.
- 1.5 Social media has been identified as a priority area for all organisations this year. This is due to the fact that organisational practices in this area have evolved significantly over the past four years, with increasing use of a variety of platforms.
- 1.6 This report provides an overview of the findings from the monitoring surveys carried out with organisations that implement Welsh language schemes and presents recommendations for you to consider in order to ensure better compliance within your organisation. Although we conducted the survey with only a sample of the organisations, the findings of this report together with the recommendations are relevant to all organisations that implement Welsh language schemes.
- 1.7 In addition to this report, individual findings will be discussed with each organisation included in the survey in order to provide tailored feedback and support specific improvement steps.

2 Methodology

- 2.1 The social media accounts of 15 organisations operating Welsh language schemes that were identified as high or medium priority were reviewed.
- 2.2 The organisations were reviewed during July 2025.
- 2.3 The platforms reviewed were Facebook, X, LinkedIn and Instagram, by following links to these platforms from the organisations' websites (where links existed).
- 2.4 500 posts were checked during the review period, assessing:
 - whether the post was available in Welsh;
 - whether Welsh and English were treated equally within the post;
 - whether the organisation's corporate identity treated Welsh and English equally across the different platforms.

3 Findings



- 3.1 Six of the organisations reviewed had specific clauses relating to social media in their Welsh language schemes. There was no reference to social media in the language schemes of the other nine organisations.
- 3.2 Of those six organisations, three referred to specific platforms, e.g. X and Facebook or X and LinkedIn only.
- 3.3 Because of the variation in content and commitments of the language schemes, the data from these reviews does not necessarily reflect compliance with those commitments. It does, however, reflect the user experience when attempting to access Welsh language services on the organisations’ social media accounts.
- 3.4 All of the organisations reviewed had accounts on the X and LinkedIn platforms, with 13 using Facebook and only seven using Instagram.
- 3.5 In terms of the language of the accounts, it was found that eight (16%) were separate Welsh and English accounts, 14 (27%) were bilingual accounts, and 29 (57%) were English-only accounts.
- 3.6 Of the 500 posts reviewed, 172 — or 34.5% — were available in Welsh. These were the percentages per account:

Platform	% of messages in Welsh
X	53%
Facebook	38%
Instagram	34%
LinkedIn	13%

- 3.7 311 of the posts (63%) that were reviewed were in English only.

- 3.8 Only a very small number of the posts reviewed — 17 posts or 3.5% — were partially in Welsh. The main reasons for recording these as partially Welsh included:
- video captions were in Welsh, but the rest of the message was in English;
 - titles or headings in English within a Welsh message;
 - more English text than Welsh, or links leading to English-only information;
 - text on images or graphics in English, even though the rest of the message was in Welsh.
- 3.9 Only 150 (30%) of the posts included a Welsh or bilingual corporate identity. This means 70% of the messages that were reviewed failed to comply with commitments relating to corporate identity. This is a cause for concern to the Commissioner, and organisations need to take action on this aspect as soon as possible.

4 Trends

- 4.1 Previous surveys conducted by the Commissioner (between 2021/22 and 2024/25) have shown that the use of Welsh on social media has been relatively low. In 2021/22 only 30% of the reviewed posts were available in Welsh, with this percentage dropping to 20% by 2024/25. It should be noted that only X and Facebook accounts were reviewed during the survey work up to 2024/25.
- 4.2 The Commissioner's latest report on [Empowering the Welsh language through strong governance](#) performance highlights concern over a general decline in the number of social media posts published in Welsh by organisations operating Welsh language schemes.
- 4.3 The data shows that the six organisations with specific clauses relating to social media in their language schemes perform significantly better than most of the other organisations reviewed — particularly in relation to posts on X and Facebook. Only two of these six organisations currently have an account on Instagram.
- 4.4 As previously noted, the language schemes of nine of the organisations reviewed do not refer to social media. Nevertheless, it appears that some of these organisations do provide information in Welsh on their accounts, particularly on Instagram (24 posts) and LinkedIn (19 posts). However, the information is not consistently available in Welsh.
- 4.5 It is clear that some organisations use different platforms for different purposes, for example, some organisations use LinkedIn specifically to promote job advertisements or to encourage people to consider a career with the organisation.
- 4.6 When reviewing content across the different platforms, a tendency was observed to share the same content or text across more than one platform. However, it does not appear that most of the organisations have considered Welsh-language content on platforms such as Instagram or LinkedIn, even though bilingual material is available on X and Facebook that could be transferred relatively easily. It is therefore unclear why these organisations are not ensuring that Welsh-language content is available across all of these platforms.
- 4.7 Of the 15 organisations reviewed, Hybu Cig Cymru (Meat Promotion Wales) was the organisation that performed best across all four platforms. The organisation had Welsh language content on all accounts, corporate identity in Welsh on all platforms, and 90% of posts fully available in Welsh, with 5% partially in Welsh. It is worth noting that does not have any specific clauses relating to social media in its current language scheme.
- 4.8 It was found that the Department for Work and Pensions, the Money and Pensions Service, and the Food Standards Agency performed very well in terms of their X and Facebook accounts, with all reviewed posts available in Welsh. This was true of the X account of HM Courts and Tribunals Service and the Driver and Vehicle Licensing Agency, where each post was in Welsh. Also, nine out of ten posts reviewed on the HM Prison and Probation Service X account were also in Welsh, with the remaining post partially in Welsh.

5 Conclusion and recommendations

- 5.1 The results are very mixed across the different platforms. A number of organisations perform well, but not across all platforms. This leads to an inconsistent experience for the public who wish to use these platforms through the medium of Welsh.
- 5.2 It appears that some organisations use different platforms for different purposes and therefore to reach different audiences. However, it is essential that the Welsh language is treated equally on all platforms, regardless of the intention behind publishing the content.
- 5.3 Based on the survey findings, we present the following recommendations to organisations operating Welsh language schemes:

Recommendation 1: Corporate identity

Organisations should carry out a full audit of all social media accounts to ensure that the Welsh and English languages are treated equally when presenting the organisation's corporate identity, including checking logos, names, handles and profiles.

Recommendation 2: Monitoring arrangements

Organisations should review their self-regulation processes to ensure equal treatment of Welsh and English on all accounts. Clear guidance and instructions should be provided to staff responsible for posting content on social media.

Recommendation 3: Promoting Welsh language accounts

Organisations should include clear links from the corresponding English accounts to the Welsh accounts, in order to increase the visibility and access to Welsh content.

Recommendation 4: Planning for new platforms

Organisations should ensure that Welsh provision is planned from the very beginning when setting up new social media accounts.

Recommendation 5: New and revised Welsh language schemes

New or revised language schemes should include a specific section referring to the organisation's use of social media when communicating with the public in Wales.

Appendices

Appendix A: Survey data

	Facebook	X	Instagram	LinkedIn	Total and percentage
Number of organisations using the platform	14	15	7	15	51
Number and % of organisations with a separate Welsh language account	3 (21%)	5 (33%)	0	0	8 (16%)
Number and % of organisations with a bilingual account	3 (21%)	3 (20%)	6 (86%)	2 (13%)	14 (27%)
Number and % of organisations with an English only account	8 (58%)	7 (47%)	1 (14%)	13 (87%)	29 (57%)
Number of posts reviewed	130	150	70	150	500
% of the posts with a Welsh or bilingual corporate identity	50 (38%)	60 (40%)	20 (29%)	20 (13%)	150 (30%)
Number and % of posts that were available in Welsh	49 (38%)	79 (53%)	24 (34%)	20 (13%)	172 (34%)

Number and % of posts that complied fully (the 6 organisations that had a social media section in their Welsh language scheme)	32/50 (64%)	43/60 (72%)	0/20	1/60 (2%)	76/190 (40%)
Number and % of posts that partially complied	2 (1%)	5 (3%)	7 (10%)	3 (2%)	17 (3%)
Number of posts that treated Welsh less favourably than English	75 (58%)	74 (49%)	46 (68%)	133 (89%)	328 (66%)

Appendix B: Organisations that were part of the survey

Charity Commission
Companies House
Department for Work and Pensions
Driver and Vehicle Licensing Agency
Food Standards Agency
Health and Safety Executive
Hybu Cig Cymru (Meat Promotion Wales)
HM Courts and Tribunals Service
HM Land Registry
HM Prison and Probation Service
HM Revenue and Customs
Money and Pensions Service
Office of the Public Guardian
Valuation Office Agency
Wales Office