



Social Media Policy

Version:	3	Approved by:	EMT
Effective Date:	October 2018	Approval date:	October 2018
Policy reviewer:	Futurologist	Policy owner:	Head of Relationships
Review period	12 Months	Next review due by:	October 2019

1. Purpose

- 1.1 This a Red Kite Group (Red Kite, Twenty11, Pennvale & Edenmead) Policy that sets out our approach to social media as this covers advice and guidance, including how staff should use it when they do so on behalf of the organisation, or on a personal level. The policy also helps to safeguard our brand.

2. Definitions

- 2.1 **Social media** – This is the use of digital media such as photographs, videos and text with the main purpose of sharing it socially.

Social media platforms – This is where digital social media is shared from - popular examples would be YouTube, Instagram, Snapchat, Facebook and Twitter.

Information Commissioner Office – is a non-departmental public body which reports directly to Parliament and is sponsored by the Department for Culture, Media and Sport (DCMS)

Trolling – This is the targeting of individuals or organisations on a social media platform.

Libel - A published false statement that is damaging to a person's reputation.

3. Responsibilities

3.1

Deputy Chief Executive	<ul style="list-style-type: none">• Approval of Business Cases for any new social media platform, major change of direction or high-level cost implications
Group Brand Manager	<ul style="list-style-type: none">• Quality assurance and approval of changes to operational uses of social media within the principles of this policy
Futurologist	<ul style="list-style-type: none">• Policy reviewer – ensuring appropriate use of social media and regular monitoring of platforms to ensure effective use and compliance with this policy• Producing guidance to staff on the use of social media
Head of Relationships	<ul style="list-style-type: none">• Policy Owner - Reviewing content, contributing to our online discussions, monitoring and providing feedback on social media usage
The Relationship Pod	<ul style="list-style-type: none">• Responsibility for the day-to-day management of our pages, monitoring and replying to comments or posts as well as pro-actively engaging with our online community

4. Legal Framework

4.1 In relation to this policy, we will comply with:

1. Guidance from the Information Commissioner Office
2. Data Protection Act 1998

5. Key Principles

- 5.1 We want all our stakeholders to see us as a modern group that not only keeps up with technology but thrives on using it in innovative ways. We aim to keep open the different digital ways we communicate and establish two-way conversations on a more personal level. By engaging with others who use social media, we can build on these relationships and establish a friendlier approach that encourages them to get involved with us.
- 5.2 Our social media presence will complement, and when appropriate integrate, with our website. We will use it to engage in discussions while also answering questions that need to be answered as soon as possible.
- 5.3 We want staff to embrace social media, using it to share news and become part of local communities.
- 5.4 To ensure we remain compliant with data protection legislation and best practice.
- 5.5 In terms of online attacks that could put the data we use and brand at risk, we will use our Information security and Incident Management policy to help safeguard against such risks and inform our staff what to do should an attack occur.

6. Policy Statement

- 6.1 Our Relationship Advisors are trained and where approved, given a log in which they can use to reply to posts and answer customer questions as an individual, helping to build relationships with our customers online.
- 6.2 The nature of social media is that it is real-time, which means people make comments as and when they want to, as many times as they want. This dictates that our responses should also be quick so that we keep up with the momentum and make sure our pages are fresh and up-to-date.
- 6.3 We will always aim to keep the conversation online and public to encourage further use by others, but if necessary for data protection or to manage complex enquiries, we may encourage the other party to engage with us offline or by private messaging.
- 6.4 *During working hours:*
- 6.5 Acknowledgements or immediate replies should be posted within 4 hours of the initial enquiry. Our social media pages and profiles are set up with alerts so that as soon as a post appears, we can respond appropriately with such an acknowledgement or reply. Wherever possible, we will fully resolve all enquiries the same day, or if this is not possible, we will agree on a timescale in which to do so.
- 6.6 *Out of hours:*

- 6.7 Automated acknowledgements are made to all messages received where the platform allows. Otherwise, responses will be manually sent out of hours no longer than 12 hours after receipt, but often much sooner.
- 6.8 Vexatious complaints – We do not expect staff to tolerate unacceptable behaviour by complainants or any customer. Unacceptable behaviour includes behaviour which is abusive, offensive, threatening or considered to be ‘trolling’. We have an Unacceptable Behaviour Procedure as part of our Feedback Policy, both of which set out our approach to dealing with people who use abusive or foul language on the phone, face-to-face, in writing or through social media. We will take action to protect staff from such behaviour.
- 6.9 Due to the interactive nature of online media sites, it is possible for members of the public to comment both positively and negatively. Once we post a response, it is possible that it will generate even more responses. We hope that the majority of posts will be either neutral or positive. Any that are not which start debate, will be closely monitored and where necessary, mediated, to protect our brands and shut down potential libel. This applies regardless of if posts are in or out of office hours.
- 6.10 *Personal use of social media*
- 6.11 Staff can use personal social media sites during working hours, but this should be done appropriately and in moderation.
- 6.12 Staff can talk about their work but must not disclose **any** personal information about colleagues or customers or be defamatory in any way – this includes the names of any partner organisation’s staff.
- 6.13 Before getting involved, staff should check privacy settings so that only those people they want to share information with can access the content shared through their account.
- 6.14 Staff should be aware that they should talk about our organisation as they would to any of our stakeholders face-to-face. They should be aware that others will associate them with their employer when they identify themselves as such.

7. **References**

Not applicable.

8. **Related Policies & Procedures**

- Unacceptable behaviour policy
- Feedback policy
- Relationship Strategy
- Data Protection Policy
- The Bar
- Behaviour Charter