Social Media Policy

Reference:		Version:	3
Effective Date:	July 2017	Review date:	July 2018
Policy Owner:	New Media and Channel Specialist	Policy reviewer:	Head of Relationships

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1. Purpose

This policy sets out our approach to social media as an organisation and offers advice and guidance, including how staff should use it when they do so on behalf of the organisation, or personally when talking about us.

2. References

2.1   Not applicable

3. Responsibilities

Deputy Chief Executive or Assistant Director Operations	• Approval of Business Case for any new Social Media Platform, major change of direction or high level cost implications
Head of Relationships	• Approval of changes to operational uses of Social Media within the principles of this policy and low level cost changes within delegated authorities
The New Media and Channel Specialist	• Policy Owner – 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
Brand and Culture Manager	• Reviewing content, contributing to our online discussions and providing feedback on social media usage
The Relationship Pod	• 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

In relation to this policy we will comply with:

1. Guidance from the Information Commissioner Office

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2. Data Protection Act 1998

5. Definitions

- **Social Media** – This is the use of media such as photographs, videos and text that's main purpose is to be shared socially.

- **Social Media Platforms** – This is where social media is shared from, examples would be YouTube, 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.

6. Key Principles

6.1 We want all our stakeholders to see us as a modern organisation 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 tenants, leaseholders, and partners who use social media we can build on these relationships and establish a more friendly approach that encourages them to get involved with us.

6.2 Our social media presence will complement and when appropriate integrate with our own website. We will use it to engage our customers in discussions whilst also answering questions that need to be answered as soon as possible.

6.3 We want staff to embrace social media, using it to share news and become part of local communities.

6.4 To ensure we remain compliant with data protection legislation and best practice.

7. Policy Statement

7.1 Our Relationship Advisors are trained and where approved given a login which they can use to reply to posts and answer customer questions as an individual, helping to build relationships with our customers online

7.2 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.

7.3 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.

7.4 *During working hours:*

7.5 Acknowledgements or immediate replies should be posted within 4 hours of the initial enquiry using our chosen social media management tool to respond. 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 acknowledgment or reply. Wherever possible we will fully resolve all enquiries the same day or if this is not possible, we will agree a timescale in which to do so.

7.6 *Out of hours:*

7.7 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.

7.8 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.

7.9 Due to the interactive nature of online media sites, it is possible for members of the public to comment on Red Kite 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 the Red Kite brand and shut down and potential libel.

7.10 *Personal use of Social Media*

7.11 Staff can use personal social media sites during working hours but this should be done appropriately and in moderation.

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7.12   Staff can talk about their work at Red Kite, but must not disclose **any** personal information about colleagues, tenants or leaseholders or be defamatory in any way – this includes names of Red Kite or partner organisation's staff.

7.13   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.

7.14   Staff should be aware that they should talk about our organisation as they would to any of our stakeholders face-to-face.

8.   Impact Statement

8.1   The use of social media is expected by our customers. They engage on a daily basis with other businesses and other people on these platforms and so by not engaging with our customers on a platform they expect, we run the risk of them thinking we are not a modern organisation or are difficult to engage with.

8.2   Reputational risks can lead to financial risks when taken in the context of business partnerships, customer retention and staff loyalty.

8.3   Using social media incorrectly can also impact a business in similar reputational and financial ways. Tone, approach and branding all need to be considered by staff using social media to communicate with customers and partners.

8.4   Staff are expected to use the same polite, friendly and professional tone that they would when using any other channel. When dealing with social media they are expected to consider our Behaviour Charter, Culture Commitment and The Bar.

8.5   Our social media online guidance gives specific examples on how to respond to Compliments, complaints, questions, trolling and proactive suggestions. This online social media guidance can be found here;
http://designaholics.wix.com/social-media

9. **Related Strategies, Policies & Procedures**

- Social Media guidance

- Unacceptable behaviour policy

- Feedback policy

- Data Protection Policy

- The Bar

- Behaviour Charter

- Culture Commitment