



HAVEBURY HOUSING PARTNERSHIP

SOCIAL MEDIA POLICY

Policy Number	GP 014
Date created	September 2021
Policy Lead Officer	Communications Manager
EIA	
Legal Advice	No
Leadership Team Review	18 November 2021
JNC Review	1 December 2021
Tenants' Forum Review	3 March 2022
Approved by (inc date)	5 April 2022 (Remuneration and Governance Committee)
Policy Review Due	April 2025

1. Corporate pages

- 1.1 The person responsible for our corporate social media channels is:
Lauren Eden, External Communications Advisor

Supported by:

Hayley Lambert, Communications Manager

Kathryn Rowland, Internal Communications Advisor

2. Havebury accounts

- 2.1 The main purpose for our corporate social media channels (Facebook, Instagram, Twitter, LinkedIn) is to proactively engage and interact with our stakeholders using a digital platform.

- Twitter @Havebury
- Facebook Havebury Housing Partnership
- YouTube Havebury Housing Partnership
- LinkedIn Havebury Housing Partnership

- 2.2 Our pages will:

- provide our stakeholders with relevant and real-time information that we feel they need to know
- showcase the great work we do in our homes and communities
- share tenant success stories. Please note, permission to share these must always be obtained
- demonstrate the successful working partnerships we have built within the communities in which we work
- raise awareness for local and national campaigns and provide information on how our stakeholders can get involved
- promote charity events in the local area
- be a safe place for stakeholders to engage with our posts

- 2.3 Our pages will not be:

- a place that communicates anything: false, misleading, offensive, harassing, bullying, discriminatory, hateful, libellous, profane, abusive, defamatory, or use unnecessary use of foul language.
- posting or discussing any confidential or sensitive information
- a space to criticise or argue with fellow employees, board directors, panel members, and involved residents, partners, or employees from other organisations
- making defamatory comments about individuals or other organisations or groups
- posting images that are inappropriate or links to inappropriate content
- using someone else's images or written content without permission

- 2.4 Our teams monitor these pages and respond where we can during office hours. We will answer questions when we can and signpost people to the relevant information where appropriate. We advise people that want to discuss things in more detail to contact us directly instead of discussing in-depth, personal issues, complaints, or repairs.

- 2.5 We will remove any posts that could be deemed offensive, hateful, harassing, or abusive towards any of our team or stakeholders. We also reserve the right to block, delete or ban the offender and report them if necessary.

3. Personal accounts

3.1 Taking part in social media offers great benefits for individuals and organisations. The best advice is to approach the online world in the same way we do the physical one - by using common sense. If you would not say it to someone's face, then it would be best not to say it online.

3.2 Please remember, even on your personal accounts, you represent Havebury and should always demonstrate our values of respecting, engaging, and being fair. Something you say or do online could negatively impact the business, even if you do not disclose in your profile, you work or have connections here.

3.3 If you see something on social media that needs attention or a response, please contact the Communications team.

3.4 Your pages should

- be respectful
- clearly state that 'all views are my own if you wish to identify yourself as a Havebury employee, board director, panel member or involved tenant.

3.5 Your pages should not

- speak negatively about other people or organisations
- reveal sensitive or confidential information about our plans or day to day issues to employees, customers, or partners
- contain posts that are misleading or damaging to both your, and the organisations reputation
- mislead people about your connection to the business

4. Please remember

- comments, posts, and images are public and permanent even with privacy settings in place. If you're not sure, don't post it - on either yours or comment on another person's post
- people who are not connected to you may have access to the content or images you post, and information originally intended for friends and family can be passed on or tracked back. Always assume that all your social media communication is visible to everyone, anywhere
- the media and other housing associations may search for information about Havebury; therefore, you must think carefully about the content you share online.
- an ill-considered comment could have both legal and disciplinary consequences as per our Disciplinary Policy (HR004)
- all employees, board directors, panel members, and involved residents must adhere to our Code of Conduct. Our policies including data protection, conflict of interest, and all other policies are applicable to personal activities online. For example, making negative personal comments on an individual's social media page could be classed as bullying and harassment and could be a disciplinary offense. All policies are available on the employee intranet or in BoardEffect.