

# Hjaltland Housing Association



REGISTERED AS A SCOTTISH CHARITY

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# Social Media Policy 2020

This Policy should be read in conjunction with the undernoted Policies;

- IT Security Policy
- IT Use Policy
- Freedom of Information and Environmental Information regulations Policy
- Scottish Federation of Housing Association's (SFHA) Model Code of Conduct (Scotland) 2020 for Staff.

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## 1 Policy Objective

- 1.1 Hjalmland Housing Association ('The Association') recognises the importance of the internet in shaping our reputation with stakeholders, customers, partners and future employees. The purpose of the Social Media Policy is to make staff aware of the standards and guidelines for use of social media.
- 1.2 The Policy applies to all employees of Hjalmland Housing Association Limited.

## 2 Definitions

- 2.1 For the purpose of this policy the following definitions apply:-
- 2.2 "Employees" includes all workers who are employed by Hjalmland Housing Association under a Contract of Employment.
- 2.3 "Social Media" is a variety of online technology tools that enable people to communicate easily via the internet to share information and resources. Examples of social network sites include Facebook, Twitter, Instagram and YouTube. Video Communication platforms such as Zoom.
- 2.4 "Named officers" are employees that have been trained on Social Media for business use and assigned roles to administer and moderate Social Media as part of their role at Hjalmland Housing Association. These employees are;
  - Head of Housing and Customer Service
  - Housing Officer & Senior Housing Officer
  - Housing Administration Assistant

## 3 Commitments

- 3.1 Hjalmland Housing Association is committed to:
  1. Supporting our employees' right to interact socially on the internet through social media provided they do it in a responsible way.
  2. Recognising the importance of our named officers interacting with social media.
  3. Providing training for named officers responsible for updating Social Media on behalf of Hjalmland to ensure they understand and effectively implement their responsibilities in relation to this policy.
  4. Ensuring that this policy is applied appropriately and consistently.

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5. Ensuring this policy and associated documents are available in alternative formats such as large print, audio and braille on request.
6. Ensuring this policy is implemented in line with Hjalmland's Equality & Diversity Policy and associated legislation. Consideration will be given with regards to all protected characteristics under the Equality Act 2010 to eliminate discrimination, advance equality of opportunity and foster good relationships.
7. Ensuring staff are protected against any negative comments that could arise from stakeholders, customers or partners in line with the Unacceptable Actions by Complainant Policy

## 4 Key Policy Points

- 4.1 Hjalmland and its employees must protect the reputation of the Association at all times and uphold the professional standards that are expected within the workplace.
- 4.2 The Social Media Policy will assist our named officers to make appropriate decisions about postings on sites including, but not limited to;
  - Facebook
  - Twitter
  - Instagram
  - Google+
  - Pinterest
  - Tumblr
  - Blogs
  - Personal websites
  - Flickr, Snapchat or other picture sharing sites
  - YouTube, Vine or other video sharing sites
  - Comments online, on blogs or forums
  - Video Communication platforms
- 4.3 These sites are referred to collectively as "Social Media Sites" or "Social Networks" in this policy.
- 4.4 The Association's IT Security Policy remains in effect in our workplaces. The Social Media Policy also relates to use of social media outside of work. Employees should think carefully about postings on Facebook or other social media sites, particularly if friends with work colleagues, business contacts or customers.
- 4.5 The Association respects its employee's right to a private life, and that includes joining any social media sites that they wish. However, as information posted on such sites is classed as public and not private, staff

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must not disclose any private or confidential information relating to The Association, our tenants, customers, partners, suppliers, board members, or employees on any social networking sites, bulletin boards, blogs or similar. This applies whether employees are posting under their own name or a pseudonym.

## 5 Responsible Use of Social Media

### 5.1 Guidelines

The Association will use Social Media for the promotion of tenant participation and other events as well as the sharing and promotion of content relevant to the Associations business and the housing sector.

**Where the Association advertises properties for rent via Social Media this will strictly be for advertising purposes only and no bids or expressions of interest will be accepted via this platform under any circumstance.**

- If an employee is using a social networking site that mentions or identifies Hjalmland Housing Association; including if fellow members of the site know an employee works for Hjalmland Housing Association; an employee must not do anything that would lead the organisation to be viewed in a negative light.
- The Association aims to respond to media enquiries as soon as is practicably possible. All enquiries should be handled in a courteous and professional manner. If a member of staff dealing with an enquiry is unsure about any aspect of a response to the media, whether that response is written or verbal, he or she should always seek to clarify the detail with the Chief Executive before speaking to the media.

### 5.2 Confidential Information

- An employee must not share information on social networks that is confidential and proprietary to Hjalmland Housing Association. This includes information about organisational change, development programs, finances, employees, customers, tenants and any other information that has not been publicly released by The Association. These are given as examples only and do not cover the range of what is confidential and proprietary information. If an employee breaches this it could result in disciplinary action up to and including employee termination.
- The Hjalmland Housing Association logo or other forms of corporate branding may not be used on websites or social networks without explicit permission from a member of the senior management team. This is to prevent the appearance that an employee speaks for or represents the organisation in an official capacity.

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## 5.3 Privacy and Respect

- Employees should speak respectfully on social networks about Hjalmland Housing Association, past, current and potential projects, employees, customers, partners and competitors.
- An employee should not engage in name calling or offensive behaviour online that will reflect negatively on the reputation of Hjalmland Housing Association. The Association encourages named officers to write knowledgeably, accurately, and using appropriate professionalism. Despite disclaimers, a named officers' internet interaction can result in members of the public forming opinions about the organisation and its employees, partners and projects.
- Employees must respect the privacy rights of our current employees by never writing about or displaying internal organisational details that may be considered to be a breach of their privacy or confidentiality. Employees should seek consent from individuals or small groups of people who are in clear focus, when taking an image or video that is to be used on social media platforms.

## 6 Monitoring and Review

- 6.1 The Association will automatically review this policy, associated procedure and staff training requirements following policy or legislative changes.
- 6.2 The Chief Executive or Head of Housing and Customer Service will be responsible for ensuring this policy is reviewed at least every three years or earlier where there is a requirement or legislative changes. This policy will be reviewed 2023.