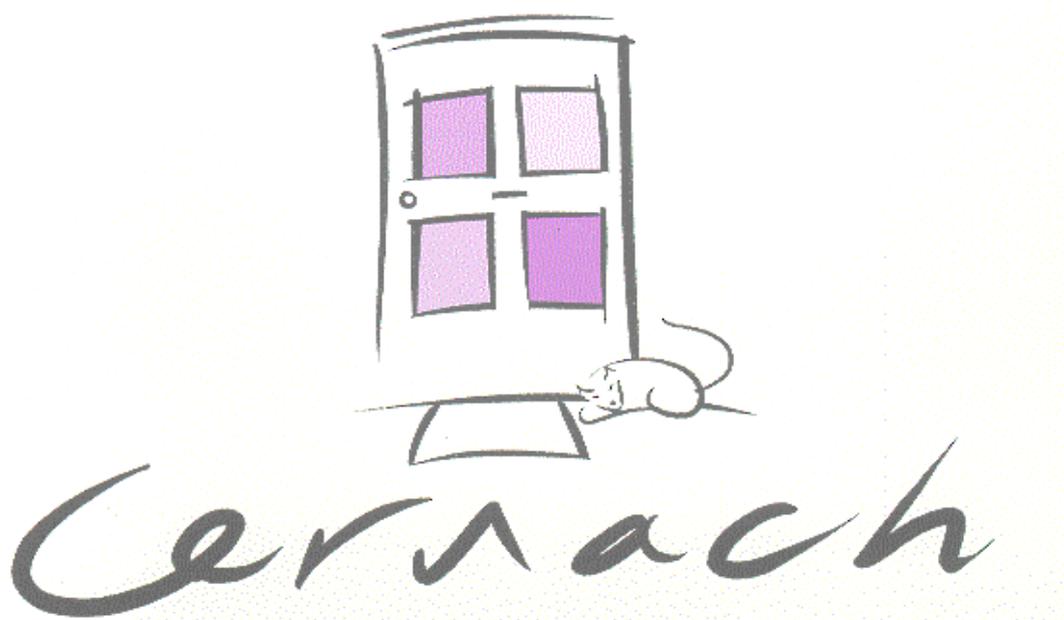


CERNACH HOUSING ASSOCIATION

LIMITED



SOCIAL MEDIA POLICY

Date Approved by Management Committee:
Due for Review:

May 2017
May 2020

Policy on use of social media



1. Introduction

- 1.1 This policy is intended to help employees of Cernach Housing Association make appropriate decisions about the use of corporate social media. This includes Facebook, Twitter and LinkedIn and any other blogs, video, picture blogging and audio as appropriate.
- 1.2 This policy outlines the standards Cernach Housing Association requires staff to observe when using social media and the action that will be taken in respect of breaches of this policy. The principles of this policy apply to use of social media regardless of the method used to access it - it covers static and mobile IT/computer equipment, as well as work and/or personal smartphones etc.
- 1.3 This policy covers all individuals working at all levels and grades, including senior managers, officers, directors, employees, consultants, contractors, trainees, part-time and fixed-term employees, casual and agency staff and volunteers.
- 1.4 The Director has overall responsibility for the effective operation of this policy. All staff are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All staff should ensure that they take the time to read and understand it. Any breach of this policy should be reported to the Director. Questions regarding the content or application of this policy should be directed to the Housing & Corporate Services Officer.

2. Equality and diversity

- 2.1 The Association's Equality and Diversity policy, which was approved by the Committee in April 2015, outlines our commitment to promote a zero tolerance to unfair treatment or discrimination to any person or group of persons, particularly on the basis of any of the protected characteristics¹. This includes ensuring that everyone has equal access to information and services and, to this end, the Association will make available a copy of this document in a range of alternative formats including large print, translated into another language or by data transferred to voice.

¹ The Equality Act 2010 identifies the "protected characteristics" as age, disability, marriage and civil partnership, race, religion or belief, gender, gender reassignment and sexual orientation.

Policy on use of social media



- 2.2 We are also aware of the potential for policies to inadvertently discriminate against an individual or group of individuals. To help tackle this and ensure that it does not occur, best practice suggests that organisations carry out Equality Impact Assessments to help identify any part of a policy that may be discriminatory so that this can be addressed (please see section 6 of the Equality and Diversity Policy for more information).
- 2.3 In line with section 6.3 of the Equality and Diversity Policy, the Association will apply a screening process based on that recommended by the Equality and Human Rights Commission to ascertain whether each policy requires an Impact Assessment to be carried out. The screening process was applied to this policy and it was decided that an impact assessment is not required.

3. Corporate social media

- 3.1 For routine posts, only the Corporate Services team² is permitted to post material on a social media website in the company's name and behalf. Approved social media websites for Cernach Housing Association are Facebook, LinkedIn and Twitter. This list may be updated by the Housing & Corporate Services Officer.
- 3.2 If the Association requires to post information immediately and no member of the Corporate Services team is available, other members of staff may use the accounts – the most senior member of staff available should be consulted and should review the post prior to it being published.
- 3.3 Before using work-related social media you must have read and understood this policy and any others which apply regarding the communications such as the Information Security Policy, Customer Service Standards and Data Protection Policy. You must also have sought and gained prior approval to do so from a member of the Corporate Services team.

4. General social media rules

- 4.1 Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules:
- Do not post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory or inappropriate content.

² Currently the Director, Housing and Corporate Services Officer and Corporate Services Assistant.

Policy on use of social media



- A member of staff who feels that they have been harassed or bullied, or is offended by material posted by a colleague onto a social media website, should inform the Director
- Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with Housing & Corporate Services Officer.
- Do not post material in breach of copyright or other intellectual property rights.
- Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of the company.
- You are personally responsible for content you publish – be aware that it will be public for many years.
- Do not post anything that your colleagues or our customers, clients, business partners, suppliers or vendors would find offensive, insulting, obscene and/or discriminatory.

5. Personal social media

- 5.1 Information concerning the use of personal social media pages can be found in Cernach Housing Association's Code of Conduct as well as EVH's conditions of service.

6. Policy review

- 6.1 The Social Media Policy shall be reviewed every three years or sooner as deemed necessary by the Management Committee.