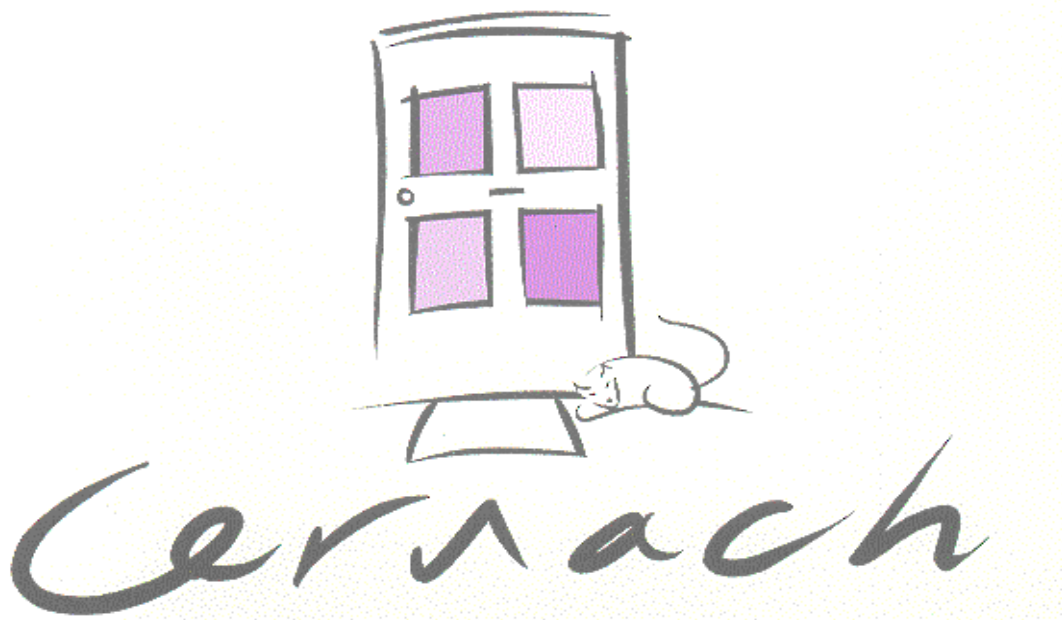


CERNACH HOUSING ASSOCIATION

LIMITED



SOCIAL MEDIA POLICY

**Date Approved by Management Committee:
Latest date for Review:**

April 2022
April 2027

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, Instagram, TikTok 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 Corporate Services Officer.

2. Equality and Human Rights

- 2.1 The Association's Equality and Human Rights policy, which was approved by the Committee in April 2021, 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 can 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.

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- 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 Human Rights Policy for more information).
- 2.3 In line with section 6.13 of the Equality and Human Rights Policy, the Association carried out an Equality Impact Assessment on this policy and no remedial action was identified as necessary. The full assessment is appended at the end of this policy.

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. On a day-to-day basis, this is generally carried out by the Corporate Services Assistant. Approved social media websites for Cernach Housing Association are Facebook, LinkedIn and Twitter. This list may be updated by the Corporate Services Officer.
- 3.2 Credentials for login to social media sites should be securely stored by the Corporate Services Assistant.
- 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, Freedom of Information (Scotland) Act 2002 Policy 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:

² Currently the Director, Assurance & Improvement Co-ordinator, Corporate Services Officer & Corporate Services Assistant.

Policy on use of social media



- Do not post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory or inappropriate content.
- Any 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 (or the most senior member of staff available if the material has been posted by 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 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 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 five years or sooner in light of legal, regulatory or best practice requirements.

Cernach Housing Association Equality Impact Assessment Tool



Name of the policy / proposal to be assessed	Social Media Policy	Is this a new policy / proposal or a revision?	Revision
Person(s) responsible for the assessment	Emma McShane, Assurance & Improvement Co-ordinator		
1. Briefly describe the aims, objectives and purpose of the policy / proposal	To help employees of Cernach make appropriate decisions when engaging in online social media as a representative of Cernach HA.		
2. Who is intended to benefit from the policy / proposal? <i>(e.g. applicants, tenants, staff, contractors)</i>	Staff, Contractors, Management Committee Members, Tenants, Applicants, Factored Owners and any other stakeholders.		
3. What outcomes are wanted from this policy / proposal ? <i>(e.g. the benefits to customers)</i>	Cohesive and appropriate communication in an online format which is accessible to stakeholders.		


4. Which **protected characteristics** could be **affected** by the proposal? (*tick all that apply*)

- Age Disability Marriage & Civil Partnership Pregnancy/Maternity
 Race
 Religion or Belief Gender Gender Reassignment Sexual Orientation

5. If the policy / proposal is not relevant to any of the **protected characteristics** listed in part 4, state why and end the process here.

After consideration, there is no known elements of this policy which could impact any protected characteristics.

	Positive impact(s)	Negative impact(s)
6. Describe the likely positive or negative impact(s) the policy / proposal could have on the groups identified in part 4		
7. What actions are required to address the impacts arising from this assessment? (<i>This might include; collecting additional data, putting monitoring in place, specific actions to mitigate negative impacts</i>).		

Signed:  (Job title): Assurance & Improvement Co-ordinator

Date the Equality Impact Assessment was completed: 23/02/2022

Please attach the completed document as an appendix to your policy / proposal report