

Social media policy

1. Summary

- 1.1. Our tenants would like to be able to both contact and follow SHAL using social media, including Facebook. They have also expressed a desire to create a community of SHAL tenants.
- 1.2. We're an Early Adopter of the National Housing Federation's Together with Tenants Charter and recognise social media is a powerful tool to engage with tenants.
- 1.3. This policy sets out SHAL's approach to social media and provides guidance to colleagues on how to use it.

2. Objectives

- 2.1. To provide a safe and supportive environment for SHAL's tenants to meet online.
- 2.2. To define how we use social media to engage with tenants and our community.
- 2.3. To ensure colleagues feel empowered and able to administer SHAL's social media and feel safe to use their personal social media to share our stories.
- 2.4. To mitigate any risk factors that may arise through our use of social media.
- 2.5. To provide clear internal and external customer responsibilities and standards.

3. Details

- 3.1. The overall responsibility for social media is with the Systems and Communications Officer. SHAL has the following social media accounts:
 - 3.1.1. Facebook: [@shalhousing](#).
- 3.2. A small number of staff will be given access and authorisation to post on SHAL's social media. Pages and groups will be up-dated regularly with relevant and accurate news, information and images.
- 3.3. All interactions with SHAL on social media will be made on the official Business Page(s), Profiles(s) and Group(s). Tenants and colleagues should not approach each other directly using their personal Page(s), Profile(s) and Group(s).

- 3.4. Specialised groups will be created with a specific objective and these will be promoted by colleagues and tenants will be encouraged to join them.
- 3.5. Tenants will be required to answer questions and confirm they have read and accepted SHAL's rules for the group in order to join. A colleague will review applications, confirm the applicant is a current tenant before approving membership.
- 3.6. Requests to join a group will be declined if the applicant:
 - 3.6.1. is not a current tenant (or a confirmed occupant of a SHAL home)
 - 3.6.2. does not answer the questions (or does not answer them satisfactorily)
 - 3.6.3. does not confirm they accept the rules
- 3.7. SHAL will take action if communications in social media do not comply with the rules, guidelines or this policy.
 - 3.7.1. Members will be either removed from a group or blocked from the page, or both.
 - 3.7.2. Colleagues will be subject to SHAL's disciplinary procedure if their communications or actions are considered to be an act of misconduct.
- 3.8. New social media accounts and groups will not be created without the approval of the System and Communications Officer.
- 3.9. All communication in social media will be:
 - 3.9.1. professional but informal
 - 3.9.2. honest and transparent
 - 3.9.3. firm (when appropriate) but fair
 - 3.9.4. friendly and approachable
- 3.10. Colleagues will not engage in arguments on social media and the decision not to continue a discussion on social media must be made clear to those involved.
- 3.11. All users or SHAL's social media will be required to agree to comply with the guidelines outlined in Appendix 1 and the rules outlined in Appendix 2.

- 3.12. SHAL will encourage communication and engagement through social media but conversation threads of a personal nature (including complaints) will be conducted privately.
- 3.13. SHAL will accept complaints made on social media but the investigation and resolution will be conducted privately. The resolution, with the complainant’s consent, may be published publicly and linked to the original complaint.

4. Outcomes

- 4.1. Tenant engagement will increase and tenants will feel part of a “SHAL Community”.
- 4.2. Tenants will find a group they feel confident in joining and contributing to.
- 4.3. Groups will evolve and become managed by their members, providing tenants with a safe and supportive environment to meet online.

5. Consultation

- 5.1. A draft copy of this policy will be available on our website to allow members of the public an opportunity to comment on its contents prior to being submitted for approval by SHAL’s board.
- 5.2. All tenants will be contacted by text to advise of its availability online and a draft copy will also be made available on request.
- 5.3. SHAL’s tenant scrutiny panel will also be invited to review the policy and suggest any comments and amendments prior to the policy being approved by the board.

6. Equality and Diversity

- 6.1. We will treat all our customers fairly and equally. We will not, under any circumstances, discriminate against anyone because of: age; gender reassignment; being married or in a civil partnership; being pregnant or on maternity leave; disability; race including colour, nationality, ethnic or national origin; religion or belief; sex; sexual orientation.
- 6.2. We will understand the different needs of our customers and we will ensure our services are accessible to everyone.

7. Value for Money

Current version	Date agreed/reviewed	Review due	Owner	Pages
1.0	2023-08	2024-08	SCO	Page 3 of 5

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 SHAL is registered in England and Wales as a Community Benefit Society and an exempt charity (number 27772R).

- 7.1.** We will regularly review our processes to ensure resources and services are providing best value for money to our residents.

8. Owner

8.1. Systems and Communications Officer

9. Version and Revisions

9.1. This policy will be reviewed every 1 year(s).

9.2. Revisions

New version	Date	Revision details