



Staff Social Media Policy

Policy Number G27

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1. Introduction

- 1.1. The purpose of this document is to set out the policy for staff use of social media when representing Clyde Valley group (CVG)
- 1.2. The Policy should be read in conjunction with the:
 - Employee Code of Conduct
 - Customer Service Standards

2. Background

- 2.1. Social media has opened up new ways to communicate directly and engage with our customers. The significance and importance of social media for CVG has never been greater as it plays an increasing role in everyday life.
- 2.2. The content and communication on our social media channels supports CVG to deliver an online service to customers.
- 2.3. Currently CVG has an online presence on the following channels: Twitter, LinkedIn and YouTube.

3. Aims and Objectives

- 3.1. The objectives of this policy are to:
 - Establish a framework for providing access to CVG social media;
 - Identify and ensure compliance with existing policies and procedures;
 - Provide direction and guidance to staff regarding the use of social media generally.

4. Scope

- 4.1. This Policy has been written to encourage the use and promotion of social media by CVG and to protect employees from its misuse.
- 4.2. While individuals not employed by the Association will not be subject to the disciplinary provisions relevant to employees (see 9 below), the remaining sanctions in respect of the misuse of social media will apply to all users  G23 - Expected Behaviours Policy.docx

5. Definitions

- 5.1. For the purposes of these guidelines, 'social media' is any type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes email, online social forums, blogs, video and image-sharing websites and similar facilities.
- 5.2. Employees should be aware that there are many more examples of social media than can be listed here and this is a constantly evolving form of communication. Employees should follow these guidelines in relation to any social media they use.

6. Legal and regulatory framework

6.1. The use of the CVG's social media is regulated by Scottish, United Kingdom and EU legislation. Whilst the Human Rights Act 1998 protects freedom of expression and the right to privacy, these considerations are balanced against the need to ensure correct and lawful use of social media and the protection of business and other important interests. The legislation relevant to this policy includes, but is not restricted to, the following:

- General Data Protection Regulation (UK GDPR) 2018
- Human Rights Act 1998
- Copyright, Designs and Patents Act 1988 (CDPA)
- Computer Misuse Act 1990
- Regulation of Investigatory Powers Act 2000
- Telecommunications (Lawful Business Practice) (Interception of Communications) Regulations 2000
- Offensive Behaviour at Football and Threatening Communications (Scotland) Act 2012.

6.2. Other relevant guidance and information includes:

- The Information Commissioner's Data Protection Code: Employment Practices;
- Guidance published by the Information Commission from time to time;

6.3. Activity by any member of staff on social media must conform to CVG's personal and professional controls including:

- Contract of Employment
- Employee Code of Conduct
- Customer Service Standards
- Expected Behaviours Policy.

7. Responsibilities and Additional Guidance

7.1. Additional Guidance is attached as appendix 1 to this document and should be read in conjunction with this policy.

7.2. Executive Team

All members of CVG's Executive Team have a responsibility to ensure that this policy document and any associated guidelines for use of social media resources accurately reflect the values, aims and objectives of CVG.

7.3. Management Team

Managers should ensure their staff are aware of and comply with CVG's policies, procedures and guidelines for social media use.

7.4. Employees

All employees should ensure that they are aware of and comply with CVG's procedures, policy and practices for social media use especially those procedures in relation to their personal accounts.

8. Social Media Use at Work

8.1. Given the increasing use of social media as a key communication tool, staff can access social media during working hours and are encouraged to keep up to date with content shared by CVG accounts. However, all employees must comply with this Policy.

8.2. When accessing social media for work purposes, employees can:

- Visit CVG's social media pages (e.g., Facebook, Twitter) and view video content on YouTube. Staff can follow CVG on Twitter or like our Facebook account from their personal accounts however they must ensure that their privacy settings are in place so that customers cannot see their personal information.

8.3. When accessing social media for work purposes, employees should not:

- Upload, download, create, send, receive, willingly distribute, access or store any material (text, images or any other material) that is: defamatory, offensive, obscene or threatening; racially, religiously or sexually discriminatory; indecent, abusive or likely to cause offence; incites, threatens or depicts violence; describes techniques for criminal or terrorist acts; contains any form of illegal content.
- Engage in any activities which could cause congestion and disruption of CVG's social media resources or affect its reputation in a negative way. This would include sending and forwarding unsolicited, irrelevant or inappropriate messages to groups or mailing lists, participating in chain or pyramid letters or similar schemes or making other excessive use of unsolicited messages. This list is not exhaustive.
- Break through security controls, whether on the CVG's social media accounts or on any other social media accounts.
- Access to CVG's social media resources that are not intended for them, even if it is not protected by security controls, or doing anything that will adversely affect the ability of others to access social media resources which they are entitled to access.
- Access or transmit information about, or software designed for, breaching security controls or creating computer viruses.

9. Accessing Personal Accounts

9.1. CVG understands that employees may want to use their work devices, such as desktop computers, mobile phones, laptops and tablets, to access non-work related or personal social media accounts while they are at work during their allocated personal time. Employees must limit use of personal accounts so as not to interfere with their working day and use must be limited to personal time.

10. Personal Use of Social Media

10.1. Staff should check their own privacy settings to ensure that their own posts and personal information do not cause reputational damage to CVG customers or themselves. Preferably, on Facebook and Twitter staff should not state they work at CVG unless they are considered to have a specialist role. In this instance, it must be clearly stated that 'views are your own.'

- 10.2. Staff are encouraged to share content posted by CVG social media accounts however they should not link to, talk to, comment or post messages or images either to or about customers on their personal social media accounts. Posting images of our customers, even if they are in background, is not permitted.
- 10.3. Staff should not use their personal profiles to comment on posts, general or negative, by external stakeholders such tenants or community members that are in relation to CVG.
- 10.4. If there is any doubt about what is an acceptable posting or comment on your personal account(s), please contact a member of the Corporate Services Team.

11. Responses to breach of policy

- 11.1. This Policy is non-contractual and CVG may change it from time to time. When changes are made to this Policy, Human Resources will provide users with an updated form to sign. The new form will replace any previously signed forms.
- 11.2. Staff should be aware that breach of this policy may lead to disciplinary action.

12. Review

- 12.1. The fast changing nature of information technology, particularly in relation to electronic communication incorporating aspects such as social media, means that the policy and procedures will be reviewed at least every two years and sooner if considered appropriate.

SOCIAL MEDIA GUIDANCE 2023

WHY SOCIAL MEDIA?

An always ON approach to social media.

Social media can be a useful tool to engage with new and existing audiences. It is more than another publishing platform and provides the opportunity to engage with audiences in a more personal and meaningful way.

It is generally accepted that to drive engagement, for every self-promotional post, accounts should post four pieces of relevant content written by others (the '80/20 rule'). This can include text, link, image and video.

Social media also provides the opportunity to signpost users to the company website to become more familiar with the brand.

Put simply, Social media is basically about keeping in touch, sharing information and having conversations.

INFORM AND INSPIRE

Content on social media should fall into one of these categories:

INFORMATIONAL CONTENT examples:

- Tell customers about essential updates relating to them
- Seasonal changes to servicing / opening hours
- Maintenance updates
- Customer service announcements
- B2B updates to stakeholders
- Recruitment

INSPIRATIONAL CONTENT examples:

- Share case studies
- Benefit-led content
- Community stories
- Videos and audio of customers and the team
- Tips and hints on good quality living – link to seasons
- Event's driven content – local area

GOALS, STRATEGY & TACTICS

Aims:

- To position Clyde Valley Housing Association as the credible, trustworthy and authoritative voice of the housing associations within central Scotland
- To reach audience of customers, decision makers, stakeholders, media, general public

Strategy:

To maximise the use and impact of digital content and channels as part of the overall organisational strategy to be an informative and influential, single voice to key audience groups.

Objectives:

- Develop brand authority
- Build awareness
- Be an authentic voice which informs and inspires
- Drive traffic to the website

Tactics:

The tactics are how the organisation will achieve its strategy and goals and fall into the following main areas:

- Brand and brand discipline
- Key messages
- Channels available
- Measuring performance
- Setting targets
- Continuous review

The strategy may change, but the tactics will remain constant.

PURPOSE

THE PURPOSE BY CHANNEL

CHANNEL	EXTERNAL AUDIENCE	PRIMARY CONTENT TYPE
TWITTER	Stakeholders Customers / Community General Public	Informative
FACEBOOK	Stakeholders Customers / Community	Inspirational Informative
LINKEDIN	Stakeholders	Informative
INSTAGRAM	Customers / Community General Public	Inspirational
YOU TUBE	Customers / Community General Public	Inspirational

SUB TYPE OF CONTENT:	BRAND BUILDING / REPUTATIONAL INFO / FACTS / SIGNPOSTING IMPACT OF ACTIONS BACK TO CORE THEMES HUMAN FOCUSED CONTENT
HOW TO MEASURE:	Monthly reporting per channel to gain insight to content getting most traction / engagement

A SENSE CHECK ON CONTENT

When creating content for any social media output, sense check against the following questions:

- **IS THIS CONTENT BUILDING THE CVG / CVHA BRAND & REPUTATION POSITIVELY?**
 - If in doubt ask a team member for thoughts?
 - Check against the CV Brand Guidelines
- **ARE YOU SHARING INFORMATION AND FACTS THAT NEED TO SIGNPOST TO FURTHER DETAIL?**
 - If so, add a web link to the CV website or other external partner website for the user to find out more
 - or invite comment / feedback via social media (if relevant to the content in your post)
- **CAN THE CONTENT POSITIVELY EVIDENCE THE CV CORE THEMES AND OBJECTIVES?**
 - This should be a key driver for content creation.
 - A case study/ video / quote / initiatives that all align back to the organisation's core strategic objectives
- **DOES THE CONTENT PORTRAY A STRONG HUMAN ELEMENT WITH PERSONALITY?**
 - Clyde Valley Group is all about people. Add a human element to a good proportion of social media posts to reflect this
 - Use quotes / images / videos / testimonials
 - Name team members
 - Add that personal touch

TONE OF VOICE

A consistent brand voice builds connection and trust and makes the brand more memorable.

TONE OF VOICE

The Clyde Valley Group tone of voice helps to bring the visual identity to life and showcase the core brand values through written communications and verbal language. It's a way to connect.

The written tone of voice should match that of the brand visual style. Language, structure and tone should be:

- Purposeful
- Action-Led
- Communicate care & passion
- Inclusive of all people
- Positive
- Welcoming
- Approachable
- Conversational yet professional
- Articulate & clear to understand

TIPS & GOOD PRACTICE

GOOD SOCIAL MEDIA PRACTICE

BROADCAST

- Use consistent CVHA branded hashtag
- Be consistent and regular
- Check for spelling and tone of voice is professional yet friendly
- Give consideration to images / graphics used to ensure professional and reflect your brand
- Create social journey – direct to web url, tag other users where relevant, invite comment or sharing
- Amend content to suit each channel – i.e. Facebook versus LinkedIn, Twitter and Instagram.

ENGAGE

- For relevant content, ask questions. Invite a conversation
- Tag relevant partners, stakeholders, community groups

SOCIAL LISTENING

- Set up alerts and track tags / hashtags relevant to CVHA
- Respond as necessary or Share

- Comment on posts to add information or inspiration

BUILD A PERSONALITY

- It's the prime opportunity to build a friendly personality for your organisation
- Have a consistent and positive tone of voice on all your channels
- It's to be enjoyed, not a chore

MISTAKES HAPPEN

- Limit them by proof reading before posting and ensure no images will cause negative response
- Don't be afraid. Mistakes can happen. And if so, you can edit posts or delete posts.

DEALING WITH NEGATIVE COMMENTS

- Should it happen, then actively deal with it, don't ignore it
- Acknowledge it by replying you'll get in touch directly to discuss
- Private or direct message the person so the conversation comes offline to other viewers
- Act professionally, don't take it personally.

SOME TIPS & ACTIONS

- Set up LinkedTr.ee
- Story Highlights on Facebook and Instagram
- Creation of robust Content Calendar which also allows degree of flexibility
- Assess use of Scheduled posts vs live posts
- Assign time for social listening and commenting
- Ensure consistent Measuring and Analysis intervals. Monthly / quarterly
- Review by channel / web referral stats

MEASURING IMPACT & KPIS

TO BE AGREED

Policy Change History

Version	Substantive Change	Author of Change	Approval	Date	Website
1.0	New front cover & version history applied	A Cavinue		21/02/23	Y
2.0	Review and minor updates. EIA completed	C Garmory		10/04/23	
3.0	Updated and SM Guidance added	L Hughes	C Garmory	08/06/23	Y