

Social Media Policy

Policy Statement

1 Introduction:

This policy refers to West Kent Housing Association's (West Kent) existing accounts on Twitter and Facebook including @West Kent, West Kent and Doug Bug. It also applies to any other sites we may develop on any social networking tool. The West Kent Communications Team and other permitted staff manage the accounts. This policy applies to West Kent staff and anyone who engages with us through social media.

2 Content

On Twitter and Facebook our followers can expect an average of between two and ten messages a month, although this may increase during the following exercises: statements or news releases about current issues such as opening times, adverse weather conditions affecting our services, business critical information which needs to be distributed.

On Twitter and Facebook our message may include:

- Requests for involvement and survey completion
- Alerts about new content on our website
- Information from our CE
- Re-tweets of information from people and organisations we follow that we believe may be of interest to our followers.

All content remains the intellectual property of West Kent.

2.1 Following

If you Follow, Like or Join our accounts we will not automatically Follow you back, Like your page(s), add you as a Friend, or Join your account. This is to discourage the use of direct messaging, avoid wasting resources on spam handling and so that you can easily identify other key Twitter, Facebook, YouTube and Flickr users that we think are relevant and who we Follow or Like. However, being Followed or Liked by West Kent does not imply endorsement of any kind.

2.2 Monitoring

We will update and monitor our accounts during office hours, 9am–5pm UK time, Monday to Friday. Occasionally our accounts will be updated out-of-hours, if they are being used to cover specific events. Twitter, Facebook, Flickr and YouTube may sometimes be unavailable and we accept no responsibility for lack of service due to downtime or other events beyond our control.

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3 Comments

We welcome feedback and ideas from all, however you must not knowingly transmit:

- Offensive, indecent or obscene material or abusive images and literature;
- Material which can reasonably be considered as harassment of, or insulting to, other people or organisations;
- Material obtained in violation of copyright or used in breach of a licence agreement;
- Spam (electronic junk mail) or chain email;
- Material that could, by its presence on a social media site, reasonably be expected to embarrass or compromise West Kent (although comments that disagree with West Kent are allowed);
- Commercial activities which are not connected to our business;
- Any form of gaming, lottery or betting;
- Any form of share dealing;
- Offers of items for sale or bids on commercial auction sites;
- Chain schemes (such as pyramid selling);
- Material designed to mislead people about who originated or authorised it (e.g. through misuse of signatures);
- Attempts to compromise, prevent legitimate access to the sites, damage them or seek to cause degradation of performance or a denial of service;
- Attempts to gain unauthorised access to IT or content for which you do not have permission (i.e. hacking);
- Attempts to access, amend, damage, delete or disseminate another user's files, emails, communications or data without the appropriate authority.

We will withhold, edit or remove any comments we judge to be failing these guidelines. Opinions expressed in comments are those of the author not those of West Kent.

If the comments are abusive towards staff or customers and breach West Kent's "Code of Conduct" we will investigate and may take action as a result. Staff must report abuse on social media in the usual reporting way and we will monitor all forms of abuse in line with our health and safety policies and procedures.

We want to have mutually beneficial relationships with our residents and both parties are expected to respect their roles. Your calls are very important to us and we record all calls for management and training purposes. We keep your calls private and do not disclose any information we receive in a call to any third party without your consent or in accordance with any obligations we are subject to under the Data Protection Act 1998 or other legislation. You are able to make recordings of any phone calls you make to us. We prefer that you tell us that you are doing this, but you are not obliged to do so. Any recording should be kept private and for your own use. It is a criminal offence under the Regulation of Investigatory Powers Act 2000 to publish or share private telephone calls so you should not post recordings of any calls on social media or share them publicly. It can also give rise to personal liability in civil law. We may consider taking action against you should you choose to do so and may refer the matter to the police and/or require the removal of such material.

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3.1 Replying

We will read all @replies, direct messages and comments and ensure that any emerging themes or helpful suggestions are passed to relevant people in West Kent. We will endeavour to respond directly to questions and queries online where an answer can be given quickly and simply, although we will not be obliged to do so. We will not join discussions on Flickr or YouTube. More difficult or detailed questions (for example, questions concerning policy issues) should be referred through existing official channels as detailed in the contact us section of our website. Press queries should be directed to the Communications Team.

3.2 We reserve the right to ignore, limit or suspend comments or responses to comments, locally or universally and without prior notice, if we judge that these are becoming a waste of resources.

4 Reviewing this policy

This policy will be every year (or when required as a result of developments in social media, web-based applications, mobile applications and any other new technology that West Kent becomes involved in).