

Social Media Strategy

F.08

Reviewed:

19 June 2024

Date next due for review:

June 2027

Equality and Diversity Policy Statement

This policy document can be produced in various formats, for instance, in larger print or audio-format; and it can also be translated into other languages, as appropriate.

Our equality and diversity policy statement describes our key equality commitments that we use to develop all organisational services; this includes employment services and services to tenants and other customers.

Our core values include providing a fair and equal service for all people and this is detailed in our Equality and Diversity Policy. Our approach to implementing this policy will reflect that commitment.

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The Scottish Housing Regulator Reg. No: HAC231; Registered Scottish Charity No: SC038237; FCA Reg. No: 2375R(S); Property Factor Reg. No: PF000151

Table of Contents

Social Media: Our Purpose	2
Our Audience.....	2
Platforms	2
Website.....	2
Facebook.....	2
Account Management.....	3
Risk Management.....	3
Content.....	3
Monitoring & Analytics	4
Review Date	4

Social Media: Our Purpose

The purpose of our Social Media Strategy is:

- ✓ To connect with our customers and wider community, promoting the work of the Association to ensure we meet their needs and expectations.
- ✓ To provide guidance, advice and support in an informative and engaging manner.
- ✓ To share information and news relevant to the local community.
- ✓ To highlight the work of other organisations and statutory bodies within the Social Housing Sector.
- ✓ To raise awareness of external factors influencing the work of the Social Housing Sector.

Our Audience

- ✓ Tenants
- ✓ Sharing Owners
- ✓ Owner Occupiers
- ✓ Housing Register Applicants
- ✓ Management Committee
- ✓ Resident Forum
- ✓ Other individuals/organisations who support the work of the Association
- ✓ Partners and other organisations within the Social Housing Sector

Platforms

Website

Mission:

To outline the service provision of the Association, provide a communication channel and facilitate online access to a range of services for residents and customers.

Aim:

To increase our engagement levels with residents and customers and provide access to services out with office hours.

Output

We will measure online engagement levels by monitoring:

- ✓ Online repairs requests
- ✓ Emails submitted via the website
- ✓ Registration for our housing portal facility

Facebook

Mission:

To share information, news, community events and promote use of the Association's web site.

Aim:

To increase our engagement levels with residents and customers

Output:

We will measure online engagement levels by monitoring:

- ✓ Page/Post Likes and Shares
- ✓ Visits to our website following posts

Account Management

All accounts will be managed by the Finance and Corporate Services Officer. Access will be granted to other members of the Finance and Corporate Services team.

All staff, committee and customer and resident forum members will be encouraged to suggest content on a regular basis. To ensure corporate standards are maintained content will be managed by the Finance and Corporate Services team.

Risk Management

The Senior Finance and Corporate Services Officer has responsibility for managing social media output. The risk of unauthorised or inappropriate use of our social media channels is low. Access to passwords required to update our social media channels are restricted and conform to the Association's ICT policy. A greater risk is posed by staff or volunteers using their personal social media profiles to speak on behalf of the organisation. This risk is managed through the Association's ICT Policy, Code of Conduct, Data Protection Policy and Terms and Conditions of employment.

The Association's social media interaction with customers will avoid subjects that are, or could potentially become offensive, confrontational or confidential. There's nothing wrong with differing opinions however, where negative comments are posted the Association will take the conversation offline and respond privately rather than publicly. Complaints will be dealt with in line with the Association's Complaints Policy.

Content

The Finance and Corporate Service team will produce a content calendar on a quarterly basis. This will be supplemented on a weekly/monthly basis with input from all staff, committee and customer forum.

Our content will follow the social media rule of thirds:

- ✓ 1/3 will promote the work of the Association
- ✓ 1/3 will share local community information
- ✓ 1/3 will highlight work in the RSL sector and the wider environment

Monitoring and Analytics

We will monitor and evaluate our social media activity in the following ways:

- ✓ Use of analytics - Google Analytics/Facebook Insights
- ✓ Digital access/social media questions in resident/customer surveys
- ✓ Online feedback

Review Date

An initial review of the social media strategy will take place one year after implementation, with three yearly reviews thereafter.

Terms of Reference

Data Protection Policy	Terms and Conditions of Employment
ICT Policy	OSCR Ready, Set Go – Social Media Fundamentals
Code of Conduct	GWSF: How local housing associations are using social media