

Putting People 1st

Social Media Strategy

F.08

Reviewed:

30 September 2021

Date next due for review:

September 2024

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.

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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

Linkage to Business Plan/Regulatory Standards Compliance

Business Plan:

Section 3 – Aims, values and core objectives

Section 9 – Risk Management

Regulatory Standards:

Standard 2 - The RSL is open about and accountable for what it does. It understands and takes account of the needs and priorities of its tenants, service users and stakeholders. And its primary focus is the sustainable achievement of these priorities.

Risk and Financial Implications

- Unauthorised or inappropriate use of social media channels resulting in damage to the Association's reputation.
- Resources to deal with any reputational damage.
- Resources for the management and monitoring of social media platforms

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

Equality and Diversity

The Association's Equal Opportunity and Diversity policy outlines our commitment to promote a zero tolerance approach to unfair treatment or discrimination to any person or group of persons, particularly on the basis of any of the protected characteristics. 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, as appropriate.

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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 purpose feeds into the overarching mission and objectives of the Association, which are:

Our Mission:

“Pineview Housing Association aims to provide quality affordable homes, and deliver excellent service through listening and engaging with our customers”.

Our Objectives:

1. To provide good quality affordable housing for rent and home ownership and maintain quality through appropriate long-term investment.
2. To assist tenants and where appropriate owners and sharing owners to sustain their tenancies/ownership through the provision of adaptations, advice and support, housing options service and any other initiatives which the Association can reasonably enter into.
3. To provide efficient, responsive and cost effective housing services for customers.
4. To ensure that the work of the Association is supported by effective governance, financial and administration systems and that staff and Committee are accountable for the work of the Association.
5. To ensure that the Association is an employer of choice.
6. To consolidate our business within our existing neighbourhoods and take advantage of development opportunities should they be financially viable to undertake.
7. To support wider role activities that help to support the investment and regeneration that has already taken place and which introduce measures to help sustain our business and develop our community.

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 Officer.

Risk Management

The 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 & 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.