



HONEYCOMB
GROUP

Social Media Policy

Social Media Policy

Who's this for?	Honeycomb Group
Version control – document status/implementation date	Final V.1
Consultation with stakeholders – please list	Draft V2 approved by volunteer business partner May 2024 Head of Corporate Services
Equality impact assessment if applicable & date	Completed July 2024
Data Protection Assessment (by DPO) & date	Completed 2 July 2024
Date created	Created March 2020 Reviewed March 2023
Last revised/updated	Updated June 2024
Review required	3 years from approval date
Owner (Executive Lead)	Chief Executive
Approved by Executive Team	Executive Team approved July 2024

Introduction and purpose

The purpose of this policy is to explain how authorised Honeycomb Group staff should manage social media platforms and sets out our expectations from staff, customers and stakeholders when engaging with our platforms.

Social media purpose at Honeycomb Group

- Why do we use social media?
Social media helps us reach thousands of customers. It helps us raise awareness of services, promote our brands and network and engage with stakeholders, customers and more. We need social media to help keep current and potential customers informed and to build our brand reputation both locally and nationally.
- Which platforms do we currently use?
We're now reaching over 5m people every year across a variety of social media platforms including Facebook, X, LinkedIn, Instagram and TikTok.
- Who manages social media at Honeycomb Group?

The communications team own and manage all brand social media accounts and the content we share. Strategic Lead: Communications, Laura Weston, is Honeycomb Group's point of contact and has day-to-day responsibility.

Policy aims and objectives

The aim of the policy is to create clear procedures for managing social media platforms and subsequent engagement at Honeycomb Group. The policy objectives include:

- Creating a positive and safe environment for staff to interact with customers and stakeholders.
- Enabling an effective communication platform for customers to contact Honeycomb Group.
- Enabling a moderated communication platform for staff to promote and raise awareness of the Group.

Policy detail

Our expectations

Staff managing social media accounts.

Only staff who have been authorised by the Strategic Lead: Communications or Head of Corporate Services, and in receipt of the correct training and support, will be able manage Group accounts. This should be via the approved social media management platform Orlo only. Staff must only post updates and messages in line with the Group's objectives and tone of voice. They must also:

- Remember they are dealing with real people and remain respectful, polite and patient when engaging on behalf of the Group.
- Be empathetic and consider how they would feel if on the receiving end of the message.
- Not interact with customers via their personal social media accounts.

Staff creating social media accounts.

- Private community groups and discussion forums will not be created, owned or managed by the Communications Team.
- Staff creating and managing private **customer** groups should have initial approval from the communications team and follow the above guidance when managing the platform.

Staff moderating social media accounts.

We want our channels to be a friendly place so we reserve the right to hide or delete any comments or content deemed to be inappropriate. If a post breaks the rules listed below or could be distressing or upsetting to others, we may need to hide and/or delete it and if necessary we reserve the right to remove users who persistently break these rules. These include posts with:

- Comments about customers

- Negative comments about staff members
- Personal details about you or other people, including contact details.
- Comments that could be libelous or defamatory, for example, if an accusation is made against a named person.

The communications team will remove any offensive or inappropriate content as quickly as possible and follow the below if applicable:

- Any abusive messages directed at employees or customers should be escalated if necessary.
- Complaints or abuse should be escalated to the relevant teams.
- Where necessary, misleading or false content will be corrected. (Third party content will not be responded to unless instructed and approved by the Head of Corporate Services).

Staff engaging with brand social media accounts from their personal account.

When engaging with Honeycomb Group accounts, we expect staff to:

- Make sure comments support our brands and that they are not deemed inappropriate.
- Act carefully and responsibly to protect the Group's image and reputation.
- Make sure their profile doesn't contain any offensive images, comments, etc.
- Not broadcast unsolicited views on social, political, religious or other non-business- related matters.
- Not include any confidential information about colleagues or customers.
- Follow the HG internet use and data protection policy.

Customers engaging with brand social media accounts.

To protect staff wellbeing, we also expect customers to engage with our accounts in a polite and respectful manner. We expect customers to:

- Follow the guidance provided by each social media platform including relevant laws, codes of conduct and age policies.
- Remain respectful to staff, customers and the wider community.
- Not use language or content that is misleading, unlawful, fraudulent or offensive.

Volunteers, board members and trustees engaging with brand social media accounts.

- Make sure comments support our brands and that they are not deemed inappropriate.
- Act carefully and responsibly to protect the Group's image and reputation.
- Make sure their profile doesn't contain any offensive images, comments, etc.

- Not broadcast unsolicited views on social, political, religious or other non-business- related matters.
- Not include any confidential information about colleagues or customers.
- Follow the HG internet use and data protection policy.

Managing risk and challenging inappropriate interaction

Any inappropriate, abusive or offensive engagement will not be tolerated. In all instances the communications team will decide what action is taken.

- In cases of inappropriate staff behaviour, if the staff member is an authorised user this will immediately be suspended with the Head of Corporate Services making the decision to revoke or make the suspension permanent. In cases where a staff member has acted inappropriately via their own social media, the Head of Corporate Services will decide whether to pass this onto the staff members line manager or People team who may take further action.
- All can report any social media incident as a safeguarding, whistleblowing or general risk using the policies available on The Hive. The incident should also be reported as a serious incident to the Commissioner, police or other regulator if the head of service/ director deems appropriate.
- To manage staff leaver risk, any authorisation will be removed on the leaving date.
- In cases of inappropriate customer behaviour, comments will be deleted immediately by the communications team and in repetitive, or severe cases, the communications team may block the customer from the social media channel. The staff member involved should refer to the anti-bullying and harassment policy for further guidance.
- All volunteers and trustees should read this policy and follow the guidance. They should be supported by their key contact at Honeycomb Group.

Performance monitoring & compliance

Social media crisis.

The Strategic Lead: Communications will continue to lead and manage any serious social media incidents or crisis with support from the communications team.



A social media crisis will be determined by the level of risk to the Group's reputation. Once a crisis has been decided, it will be escalated and/or reported to the Chief Executive, Executive Team and board.

Review

This policy shall be reviewed *every three years*, and a review may be required earlier if there is a legislative or regulatory requirement or significant change.

July 2024