



HONEYCOMB
GROUP

Social media at Honeycomb Group

Policy owner/author:	Strategic Lead Communications
Team:	All
Approved by:	Executive Team
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Brief

Social media helps us reach thousands of customers, raise awareness of services, promote our brands and network and engage with stakeholders, customers and more. We're now reaching over 5m people every year across a variety of social media platforms including Facebook, X, LinkedIn, Instagram and TikTok. The communications team own and manage all brand social media accounts and the content we share.

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.

Our expectations

Staff managing social media accounts.

Only staff who have been authorised to manage Group accounts should do so. 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.
- Remove any offensive or inappropriate content as quickly as possible. Any abusive messages directed at employees or customers should be deleted immediately and escalated if necessary.
- Escalate complaints or abuse to relevant teams.
- Correct misleading or false content where appropriate. (Third party content will not be responded to unless instructed and approved by the Head of Communications).
- Not interact with customers via their personal social media accounts.

- 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 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.

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 Communications 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 Communications will decide whether to pass this onto the staff members line manager or HR 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 manager/ head of service 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.
- All volunteers and trustees should read this policy and follow the guidance. They should be supported by their key contact at Honeycomb Group.

Final comments

The Head of Communications will continue to lead and manage any serious social media incidents with support from the communications team. They will decide if an incident should be escalated and/or reported to the Executive Team and board.

The Head of Communications will check the policy is being followed with regular spotlight checks on content and interaction. If the policy is breached, the Head of Communications has the right to pause all social media until an appropriate plan is put into place.

Any training, support or guidance will be issued and delivered by the communications only.