



**Drumchapel
Housing**

Co-operative Limited

Social media policy

Approved by the Board
Latest review date

February 2023
February 2026

1. Introduction

- 1.1 This is the Co-operative's first policy on the use of social media and is intended to help our employees make appropriate decisions in relation to corporate social media. This includes Facebook and any other blogs, video, picture blogging and audio as appropriate.
- 1.2 The policy outlines the standards that the Co-operative requires staff to observe when using any social media operated by/linked to the Co-operative, and the action that will be taken in respect of breaches of this policy. The principles of this policy apply to use of social media regardless of the method used to access it - it covers static and mobile IT/computer equipment, as well as work and/or personal smartphones etc.
- 1.3 The policy covers all individuals working at all levels and grades, including senior managers, officers, directors, employees, consultants, contractors, trainees, part-time and fixed-term employees, casual and agency staff and volunteers.
- 1.4 The Director has overall responsibility for the effective operation of this policy. All staff are responsible for their own compliance with it and for ensuring that it is consistently applied. All staff should ensure that they take the time to read and understand it. Any breach of this policy should be reported to the Director. Questions regarding the content or application of this policy should be directed to the Depute Director.

2. Equality and diversity

- 2.1 The Co-operative's equality and diversity policy, which was approved by the Board in April 2021, outlines our commitment to promote a zero tolerance to unfair treatment or discrimination to any person or group of persons, particularly on the basis of any of the protected characteristics¹. This includes ensuring that everyone has equal access to information and services and, to this end, the Co-operative will make available a copy of this document in a range of alternative formats including large print, translated into another language or by data transferred to voice.
- 2.2 We are also aware of the potential for policies to inadvertently discriminate against an individual or group of individuals. To help tackle this and ensure that it does not occur, best practice suggests that organisations carry out

¹ The Equality Act 2010 identifies the "protected characteristics" as age, disability, marriage and civil partnership, race, religion or belief, gender, gender reassignment and sexual orientation.

Equality Impact Assessments to help identify any part of a policy that may be discriminatory so that this can be addressed (please see section 5 of the equality and diversity policy for more information).

- 2.3 In line with section 5.2 of the equality and diversity policy, the Co-operative will apply a screening process based on that recommended by the Equality and Human Rights Commission to ascertain whether each policy requires an Impact Assessment to be carried out. The screening process was applied to this policy and it was decided that an impact assessment is not required.

3. Corporate social media

- 3.1 For routine posts, only members of the communications team² are permitted to post material on a social media website in the company's name and behalf. The approved social media website for the Co-operative is Facebook, but this list may be updated as the use of social platforms by tenants and other stakeholders grows.
- 3.2 If the Co-operative requires to post information immediately and none of the individuals noted in section 3.1 are available, other members of staff may use the accounts – the most senior member of staff present should be consulted and should review the post prior to it being published.
- 3.3 Before using work-related social media you must have read and understood this policy and any others which apply regarding the communications such as the Information Security Policy, Customer Service Standards and Data Protection Policy.

4. General social media rules

- 4.1 Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules:
- Do not post or forward a link to, or image of, any abusive, discriminatory, harassing, derogatory, defamatory or inappropriate content
 - A member of staff who feels that they have been harassed or bullied, or is offended by material posted by a colleague onto a social media website, should inform the Director
 - Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you

² The communications team comprises housing management team, corporate services and finance officer along with senior maintenance officer, albeit this could be subject to change.

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wish to share falls within one of these categories, you should discuss this with the Depute Director (or Director in his/her absence)

- Do not post material in breach of copyright or other intellectual property rights
- Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of the company
- You are personally responsible for content you publish – be aware that it will be public for many years
- Do not post anything that your colleagues or our customers, clients, business partners, suppliers or vendors would find offensive, insulting, obscene and/or discriminatory

5. Personal social media

- 5.1 Information concerning the use of personal social media pages and platforms can be found in section B4 the Co-operative's Code of Conduct for staff.

6. Policy review

- 6.1 This policy shall be reviewed every three years or sooner in line with legal, regulatory or best practice requirements. The next review will take place no later than February 2026.

7. UK General Data Protection Regulations (UK GDPR) Privacy Statement

- 7.1 The Co-operative will gather and use certain information about individuals in accordance with UK GDPR. Staff members have a responsibility to ensure compliance with the terms of the privacy policy and to collect, handle and store personal information in accordance with relevant legislation. The Fair Processing Notice (FPN) details how personal data is held and processed with third parties in accordance with relevant policies and procedures.