

CROYDON CHURCHES HOUSING ASSOCIATION

SOCIAL MEDIA POLICY

1.0 Introduction

- 1.1 This policy sets out how and why ccha uses social media and should be used in conjunction with the social media procedure and guidance documents for staff and residents.
- 1.2 'Social media' is the term commonly given to websites and online tools allowing users to interact with each other in some way, by sharing information, opinions, knowledge and interests.
- 1.3 It continues to be a major focus and growing area of engagement across the internet. Over 93% of regular internet users log into social media and it has become a leading way of reviewing and contacting companies.
- 1.4 ccha recognises social media as a business tool to communicate and engage with our residents, Board members, partners and other stakeholders.
- 1.5 It is essential to have a presence to increase brand awareness, improve perceptions and provide useful information to stakeholders.
- 1.6 ccha has a social media presence, operating on the following platforms:
 - Facebook <https://www.facebook.com/cchahousing/>
 - Twitter <https://twitter.com/Officialccha>
 - LinkedIn <https://www.linkedin.com/company/croydon-churches-housing-association>
 - YouTube
<https://www.youtube.com/channel/UCJ8XGMeauOUU8elzIDIB4Sw>

2.0 Account management

- 2.1 The Senior Marketing and Sales Officer has overall responsibility for the social media accounts.
- 2.2 The Marketing and Sales Administrator manages the accounts, posting content for approval, responding to queries and analysing engagement.
- 2.3 The rest of the Customer Investment Team has access to the social media accounts in case of an emergency or if cover is required.
- 2.4 Any major changes to ccha's social media usage must be agreed upon with the Customer, Sales and Marketing Manager.
- 2.5 When looking at making changes, the use of the platform, benefits and resourcing will be considered. It will also be considered how easy it is to analyse use and engagement of the platform. The social media platforms ccha uses must align with its vision, mission and values and be popular with our target audiences.

- 2.6 Profiles and groups must not be deactivated without prior approval from the Senior Marketing and Sales Officer.
- 2.7 Accounts must be set up with two factor authentication.
- 2.8 Messages with personal details must be deleted immediately once actioned.
- 2.9 Comments with personal details must be deleted immediately and the person messaged privately.
- 2.10 The password to the accounts will be changed as and when contributors leave the organisation, or in the event of hacking.
- 2.11 Staff wanting to publish something on ccha's social media accounts should contact the Communications and Marketing Team.

3.0 Professional conduct and expectations

- 3.1 ccha uses social media as an organisation, however staff may also post on their personal accounts. Any posts by ccha staff or about ccha can affect the organisation's reputation.
- 3.2 Staff must be aware of each social media's terms of use and adhere to those rules.
- 3.3 Staff must ensure that on both personal and organisation accounts they do not share confidential information, anything that could bring the organisation into disrepute, post anything that implies illegal conduct or post or share anything discriminatory against colleagues, staff, residents or other stakeholders.
- 3.4 Staff uploading content to ccha's social media accounts must follow the Social Media Procedure, Editorial Style Guide, and ensure GDPR processes are followed. Any imagery of people must have consent received prior to use. Please refer to the Photography and Consent Process.
- 3.5 Staff using their personal social media must refer to the Social Media Guidance for Staff document.
- 3.6 Residents should refer to the Social Media Guidance for Residents document for details on how to engage with us on social media in a safe and supportive way. This guidance will be linked to our ccha's social media profiles for users to read.
- 3.7 If those engaging with us on social media post anything against our guidance advice, ccha has the right to remove comments and block users.

4.0 How we use social media

- 4.1 ccha will use social media to be the voice of the organisation in areas stakeholders often visit.

ccha aims to:

- Provide fast and affordable information services
- Engage stakeholders and get feedback
- Attract new business and make connections
- Listen to and understand stakeholder groups
- Be accessible and reach a wider audience
- Provide free and real-time methods of communication in emergencies
- Increase positive awareness of the organisation.

Use of social media includes but is not limited to:

- Sharing news and linking to our website
- Sharing resident rights and responsibilities, such as in relation to repairs or how to make a complaint
- Sharing ccha's performance
- Publicising events
- Asking for feedback and suggestions
- Providing information to specific audiences such as youth initiatives or emergency outages in particular areas
- Sharing photos of the borough, events or our buildings
- Sharing good news stories and successes
- Share jobs or training opportunities
- Supporting Government or housing industry initiatives
- Promoting properties for sale
- Promoting the services ccha offer, such as the work different teams do, the interpreting service or translated documents
- Finding out what is going on in the industry and listening for any mentions of ccha (social listening).

- 4.2 Social media will be used as a shorter form of communication. If more information needs to be shared than can comfortably fit in a social media post, a link to our website should be used.
- 4.3 Each platform will be used differently depending on its audience and style. Content published to social media should be clear, concise and in keeping with the organisation's values.
- 4.4 Facebook is the main social media platform we use to communicate with residents. Posts should be less formal, concise and encourage engagement.
- 4.5 LinkedIn is the main social media platform used to communicate with partners, Board and other stakeholders. Posts should be professional, focusing on organisational objectives and promoting ccha as a company to work with and for.
- 4.6 X is used for both residents and other stakeholders, however less so since changing over from Twitter due to the addition of paid features and lack of free access to analytics.

- 4.7 ccha's homeownership brand, nuviva, has an Instagram profile and use of this will be reviewed with the upcoming sale of new homes.
- 4.8 The use of social media in a crisis or emergency must be carefully considered and staff should refer to the PR Crisis Management Guidance and Business Continuity Plan.
- 4.9 Social listening, where the team keep an eye out for mentions of ccha and what is happening in the industry, should be carried out regularly. This should then be increased if there are known cases or a crisis which would affect ccha's reputation.

5.0 Creating content

- 5.1 The Communications and Marketing Team will lead on the creation and scheduling of content with input from relevant teams and partners to ensure the messaging and information is correct.
- 5.2 The Senior Marketing and Sales Officer will lead on budgeting for the year in relation to social media campaigns. Any projects which haven't been budgeted for, will be created internally using Canva or similar software.
- 5.3 For larger projects, ccha may enlist the help of external designers such as Maxmedia to ensure consistency across the campaign. This may include Maxmedia producing a publication, creating leaflets, posters, social media graphics and a mailshot for ccha to use and publish accordingly.
- 5.4 Any content produced should follow ccha's brand guidelines and editorial style guide.

6.0 Using artificial intelligence

- 6.1 AI is becoming increasingly popular for creating content and generating ideas. As a community housing association, being authentic is a priority for ccha, and AI can at times seem inauthentic. There are also concerns over the copyright of artwork used to generate AI images.
- 6.2 When creating written or visual content for social media, AI must be used sparingly and thought given to the prompts used. Confidential information must not be used in AI tools to generate ideas or content.
- 6.3 AI tools should be avoided when proofing copy unless authorised by IT. Tools such as Chat GPT can be used to create ideas, however all material created from it must be edited to be suitable for use at ccha.
- 6.4 Photos or imagery used should be of real people or artwork, not artificially generated. Imagery should be of real residents, staff or partners wherever possible, and in cases where this cannot be used, stock images of real people may be used.

7.0 Equality, diversity and inclusion

7.1 ccha is committed to promoting diversity and will use diverse imagery and inclusive language. Imagery should be representative of ccha residents and staff with a diverse range of ethnicities, disabilities and ages.

7.2 Content should be accessible for those with visual or hearing impairments.

7.3 ccha should also promote alternative content for residents and stakeholders such as the interpreting service and translated documents.

8.0 Scheduling content

8.1 Social media content should be considered against other communications being sent out across the organisation. It should support other campaigns or letters and not contradict any other messaging. The team should also ensure that content is spaced out so as to not overload residents with information.

8.2 The Communications and Marketing Team use Social Pilot to schedule social media posts across the platforms we operate.

9.0 Monitoring and responding

9.1 ccha will monitor social media during office opening hours and aims to respond to any queries received within two working days. All comments and messages will be acknowledged within this time to allow staff five working days to respond to the query in line with our customer service standards.

10.0 Evaluation

10.1 Regular research, reviews and evaluations will be carried out to ensure ccha stay up to date and that the social media presence is continuing to meet business needs.

10.2 The Communications and Marketing Team will attend regular training and reading around social media to stay up to date.

10.3 Social media analytics will be collected monthly to see how many people are engaging with the content and what is performing well.

10.4 A social media audit will be carried out every year to ensure our social media presence makes sense. Monthly analytics and yearly research should be used to inform the review.

10.5 Competitor research will be conducted every year to ensure best practise and use, looking at trends, algorithms, what other housing associations or councils are doing and how ccha can improve its social media presence.

10.6 Generic research into new platforms, trends, and social listening for mentions of ccha will be done throughout the year.

10.6 After evaluation has taken place, any major changes must be presented to the Customer, Sales and Marketing Manager for sign off.

11.0 Related policies and documents

- Social media guidance for staff
- Social media guidance for residents
- Social media procedure
- Photography and consent process
- IT acceptable use policy
- Code of conduct
- Employee handbook
- GDPR policy

Version History	
Policy Name	Social Media Policy
Version Code	v1
Lead Officer	Senior Marketing & Sales Officer
Equality Impact Assessment	03/04/2025
Data Protection Impact Assessment	03/04/2025
Resident Consultation	To be done in 2028
Colleague Consultation	n/a
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Review Date	03/04/2028
Policies and Procedures Replaced	Social media protocol
Amendments Made	