

## PCH Management Policy – Social Media

### **Aim:**

Social media is a great opportunity to engage with our customers and promote key messages. We want to hold a polite, respectful and meaningful conversation with you.

### **Purpose:**

At Plymouth Community Homes' we manage our social media channels, this means observing what is being discussed and assessing if we need to respond. As a user of social media you are responsible for anything you post, however in some circumstances it may be required for PCH to remove content. In the interest of transparency, this policy outlines what would lead to social media posts being removed.

### **General:**

PCH will remove any posts or content that violates the hosting sites terms of use and the hosting website may be notified. For general terms of use please refer to the individual sites terms of use:

Facebook - <https://www.facebook.com/communitystandards>

Twitter - <https://support.twitter.com/articles/18311-the-twitter-rules>

### **Moderation.**

Some content or comments will be deemed unacceptable for PCH social media pages, these will be removed and referred to the necessary third party (e.g. Police) if this is seen as necessary. In these instances a private message will be sent to poster explaining why this has been done. It is not suitable for some discussions to be held in a public forum. If a post contains personal or sensitive information (e.g. address or contact details) these will be recorded and the post removed. In instances where personal circumstances or details need to be communicated, private or direct messages or traditional methods (e.g. phone, letter, face to face) will be used. PCH will respect and adhere to Data Protection regulations. This will include putting in place processes to ensure all content PCH posts is accurate. If incorrect information is published we shall do our best to amend or remove it.

### **Acceptable and unacceptable behaviour.**

We want the users of our social network sites to be protected from offensive content as a result some posts or content may be seen as unacceptable. We do not discriminate against any views, but we reserve the right to delete any of the following:

- **Unacceptable Posts:** Violent, obscene, profane, hateful, or discriminatory (on the basis of - race, sex / gender, sexual orientation, marriage and civil partnership, age, gender reassignment, religion, pregnancy and maternity / paternity or disability) comments or content.
- **Threats / Defamation:** Comments that threaten or defame any person or organisation.

- **Commercial Posts:** Solicitations, advertisements, or endorsements of any financial, commercial or non-governmental agency.
- **Illegal:** Comments that suggest or encourage illegal activity.
- **Off Topic:** Multiple successive off-topic posts by a single user.
- **Spam:** Repetitive posts copied, pasted and posted.
- **Language:** Swearing will not be tolerated and posts / comments seen as offensive will be removed. As with our physical locations we want our virtual spaces to be welcoming, open and respectful.

#### **Making a complaint.**

If you are not satisfied with any activity from PCH, on social media, then please make us aware. We will listen and look at address any issues you raise. If you are still not satisfied with the response you receive we would recommend you follow our complaints procedure - <http://www.plymouthcommunityhomes.co.uk/wp-content/uploads/2011/03/Complaint-Policy.pdf>

#### **Objectivity.**

To ensure that we maintain objectivity we will only post content relevant to our core business objectives (see business plan: <http://pch-cdn.fore.pt/wp-content/uploads/2011/03/PCH-Business-Plan-030414.pdf>).

Our intended audience is residents, staff or stakeholders.

#### **Get in contact.**

If you have any questions about this please get in contact with the Communications Team on: **(01752) 388772** or **news@plymouthcommunityhomes.co.uk**