



MANNINGHAM HOUSING ASSOCIATION

SOCIAL MEDIA POLICY

2025-2028

DEFINITION

- 1.1. Manningham Housing Association (MHA) uses social networking sites as a place for employees and customers to interact with each other and the company.

MHA recognises the importance of social media in sharing key messages and shaping our reputation with tenants, stakeholders, customers, suppliers, and future employees.

Our digital channels form a significant part of our Corporate Plan; social media is a key communication tool in helping us deliver our corporate goals. However, as useful as this is, social media can easily reverse positive effects if misused or if certain controls are not put in place.

Our employees are our best ambassadors, so this policy is not meant to deter employees from using social media sites but is necessary to help protect employees and prevent them from bringing MHA into disrepute either inadvertently or intentionally.

Employees are advised to be mindful that all comments made through social media must meet the standards of the GDPR Regulations, the Employee Code of Conduct and the Equality, Diversity and Inclusion Policy .

- 1.2. A social media policy is a corporate code of conduct which provides guidelines for employees who post and or engage with content on the internet as part of their job or as a private person. Ensuring those meet our values and are applied across the organisation.

For our social networking sites to be a space for everyone to enjoy and find useful, we ask that employees read and follow the policy guidelines below.

Failure to do so may lead to the removal of posts and even blocking the offender from participating in these forms of media, if persistent.

2. AIM

- 2.1. The aim of the social media policy is to set expectations for appropriate behaviour and ensure that an employee's post will not expose the company to legal problems or public embarrassment.
- 2.2. To outline to staff how an organisation and its employees should conduct themselves online. To provide guidance and guidelines around safeguarding MHA's brand reputation on social media and educate employees on etiquette and professionalism.
- 2.3. To establish clear rules on personal usage of social media.
- 2.4. To outline our principles on using social media for promoting our business.

- 2.5. To remind employees those social media sites are not private, and we will not tolerate comments which bring the company, its employees, customers, and stakeholders into disrepute or that infringe our our policies.
- 2.6. To remind employees that monitoring takes place.
- 2.7. To explain the possible consequences of policy breaches.

3. **SCOPE**

- 3.1. This policy applies to all employees, including staff, volunteers, students, board members, contractors and agencies within MHA. It applies no matter whether that social media use takes place on or out with company premises, whilst travelling for work or working from home.
- 3.2. Social media sites and digital services include but are not limited to:
 - Popular social networks like Instagramr and Facebook
 - Question and answer social networks like Quora
 - Professional social networks like LinkedIn Online review sites like Indeed, Glassdoor, and Google Reviews
 - Messaging services such as WhatsApp and Snapchat
- 3.3. All employees are always expected to comply with this policy to protect the privacy, confidentiality, and interests of MHA and our services, employees, partners, and customers.
- 3.4. This policy applies to the use of social media for both MHA's and personal purposes, whether during working hours or otherwise. The policy applies regardless of whether the social media is accessed using MHA's IT facilities and equipment or equipment belonging to members of staff.

4. **MONITORING AND REVIEWING CHANNELS**

- 4.1. The Head of Corporate Services will oversee the implementation of the policy as well as monitor and review any postings on social media made by employees on MHA social channels.
- 4.2. Employees should be aware that the use of social media websites (whether or not accessed for work purposes) result in breaches of this policy is found, action may be taken under our Disciplinary Procedure. We reserve the right to restrict or prevent access to certain social media websites. Monitoring is only carried out to the extent permitted or as required by law, and as necessary and justifiable for business purposes

5. **DISCIPLINARY ACTION**

- 5.1 Breaches of this policy. All employees are responsible for their own compliance with this policy and should ensure that they take the time to read and understand it. Any breach of this policy should be reported to Corporate. Any breach of this policy will be taken seriously and may lead to disciplinary action. In serious cases, such as posting material which could damage the company's reputation, or which amounts

to bullying and harassment or the disclosure of confidential information, this could include dismissal under our disciplinary procedure.

- 5.2 Any material posted in breach of this policy must be removed upon request. Full cooperation is required in any investigation into suspected breaches, which may include providing relevant passwords if necessary to support the investigation
- 5.3 Employees whose conduct breaches this policy in any way may be subjected to disciplinary action in accordance with MHA's disciplinary procedure up to and including dismissal.

6. **OTHER RELEVANT DOCUMENTS**

6.1. This policy should be read in conjunction with the following relevant documents:

- Risk Policy
- External Communications Strategy
- Internal Communications Strategy
- Grievance Policy and Procedure
- Use of Company Information and Technology- ICT Equipment
- Bullying and Harassment Policy
- Drugs and Alcohol Policy
- MHA's Vision, Mission and Values
- Equality, Diversity and Inclusion Policy
- Racial and Other Forms of Hate Crimes Policy
- Safeguarding- Children and Vulnerable Adults
- Board Code of Conduct

7. **MONITORING RISKS**

7.1 The risk consequences of not managing social media can cause reputational damage and a lack of confidence in the services we provide to our customers and stakeholders. Only authorised staff manage MHA's social media accounts.

The Head of Corporate Services is responsible for monitoring all content on MHA's social media sites. The use of social media is on the increase, and the policy will be reviewed in August 2028 or earlier as required in response to changes in legislation or regulation.

8. **ROLES AND RESPONSABILITIES**

8.1 The Head of Corporate Services is responsible for the overall implementation of the policy and for managing and monitoring MHA's corporate presence on social media, ensuring social media content is consistent and reflects MHA's Vision and Values.

Corporate Assistant – responsible for the induction of new starters and ensuring understanding of the importance of this policy. They are responsible for highlighting breaches of this Policy brought to their attention.

Line Managers – for ensuring this Policy is adhered to within their own area and that employees know how to raise concerns under this Policy.

All staff employed by MHA, Board Members, Volunteers, Contractors, and Agencies should understand and adhere to this policy.

8.2 Any employee directly or non-directly employed by MHA, Board Members, and volunteers are required **not to**:

- Make comments which could damage the reputation of MHA and our employees.
- Make comments which could damage MHA's relationships with its tenants, customers, stakeholders, and other partners.
- Use social media to insult, embarrass or offend a colleague, customer, supplier, or any other relevant stakeholder.
- Use social media to bully or harass, or discriminate against any colleague in a way that contravenes our policies.
- Comment on any sensitive business-related topics, for example, potential acquisitions or the company's financial performance.
- Post comments or pictures which are inconsistent with the requirements of your role or the image it requires you to project.
- Use a company e-mail address to register on social media sites unless authorised to do so.
- Divulge confidential information about MHA, our customers, or suppliers.
- Share identifiable images of children or vulnerable adults without written consent.
- Tag MHA, company office or company events with inappropriate content.
- Upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content. Remember that comments posted on social networking sites may be difficult or impossible to remove and can remain in the public domain. Comments and posts may also be taken out of context.
- Post/share any false claims or misleading information about MHA, or our employees or contractors.
- Use their personal accounts on behalf of MHA.
- Make formal media statements or responses to press enquiries unless approved **by the CEO**. No other employee or Board member is authorised to speak on behalf of MHA to the media or public platforms.

8.3

LinkedIn Ambassadors

Selected staff members was appointed as LinkedIn Ambassadors to help promote MHA's values, initiatives, and professional achievements. These individuals will receive specific guidance and authorisation to reference MHA in their personal LinkedIn accounts in a professional and positive manner. This is a controlled exception to the general restriction on using personal accounts to represent MHA and is subject to regular review and oversight by the Corporate team. Ambassadors must comply with all other aspects of this policy, including confidentiality, tone, and conduct.

8.4 Training and Support

- All new starters are inducted on social media conduct during their comms induction.

- Line managers are responsible for promoting compliance.
- Any uncertainty or concerns should be raised with the Head of Corporate Services

8.5 Use of AI in Content Creation

Where Artificial Intelligence (AI) tools are used to generate content—such as images, audio dubbing, or videos—MHA will ensure transparency by clearly stating that AI was used. This includes labelling videos or images with written content to indicate when AI-generated voices, avatars, or automated tools were involved. This is especially important in cases involving voice dubbing or translation, where errors could lead to miscommunication or cause unintended offence. Clear labelling and appropriate disclaimers will be applied to all AI-generated or AI-assisted content and it must still adhere to MHA’s values, tone of voice, and data protection standards.

9. POLICY REVIEW

This policy will be reviewed in August 2028 or earlier as required in response to changes in legislation or regulation, or because of good practice guidance, significant incidents, or new vulnerabilities

Policy	Social Media Policy
Ref No.	EX12
Equality Impact Assessment Completed	Yes
Date Approved by Executive Team	August 2022
Next Review date	August 2025
Lead Officer	Head of Corporate Services