Our social media guide for customers

We use social media to communicate information to customers and stakeholders, answer customer enquiries and help manage and build our reputation. We closely monitor our social media channels in order to provide an excellent customer service. And we encourage people to engage with us on social media. We've put this short guide together to highlight our responsibilities and yours.

We focus our external social media activity on these sites:

- Facebook - www.facebook.com/WeAreVIVIDhomes
- Twitter - www.twitter.com/WeAreVIVIDhomes
- LinkedIn - www.linkedin.com/company/VIVID-Homes
- YouTube - www.youtube.com/channel/UCRFZUbR7l8FEkqqliWweLWQ
- Instagram - www.instagram.com/WeAreVIVIDhomes

This guide refers to these accounts and any other online spaces where we might be mentioned.

1. Responsibilities

Customers and our social media accounts
We encourage customers to engage with us on social media. This can be in a variety of ways such as:
- Following our accounts and liking, commenting or sharing our posts
- Sending us public or private messages
- Tagging us in posts.

We understand that some posts may be negative about our services, this is OK as we're an open and transparent organisation - as long as the below points are followed. If any content is in breach of these points, we have the right to remove content and/or block users.

Users must not:
- Write personal details on our public pages as this can be seen by anyone. We might ask for your personal details so we can look into your query - please private message/email this information. We won't share this data unless required - refer to our Privacy notice and Data protection policy for details
- Post swear words or anything that could be seen as unlawful, abusive, harassing, defamatory, racist, threatening or obscene. We have an automatic swear block on our Facebook page

- Post anything that names staff or customers in full/identifies our staff/makes them vulnerable. This includes referring to a member of staff or customer featured in a photo, video or piece of written content. We'll warn and then block anyone who fails to adhere to the policy. If appropriate, we'll report users to the social media channel
- Post content that includes spam, links to malicious software e.g. spyware, and content that breaks intellectual property rights
- Promote/endorse any commercial organisations or products on our profile
- There's links to these rules on all our social media accounts.

Our responsibilities

Monitoring

- We'll respond directly to questions and queries online where an answer can be given quickly and simply. If a query needs more investigating, we'll post a holding message. We should aim to acknowledge comments within 2 working hours and give a full reply within 4 working hours where possible
- We monitor our social media channels regularly during weekday office hours (excluding bank holidays)
- The channels will be updated out-of-hours to cover specific events/issues e.g. emergency information, bad weather effecting our services.

Content
Social media posts are produced by the Communications team and are aligned to our communication strategy and corporate plan.

Negative comments
We'll assess negative comments on an individual basis. If a response is needed, the Communications team or Customer Experience team will acknowledge the comment in public then try and move the conversation over to private messages/email. Negative comments posted during the weekend are dealt with on the Monday morning. We reserve the right to ignore or delete comments and ignore or block accounts.

Complaints and compliments
These are raised with the Customer Experience team and passed to the relevant department/person. We aim to respond in line with our current service standards.

2. Review process

This guide will be reviewed every year or when any significant changes are made to our approach or the social media sites we use.

3. References/appendices

- **Appendix 1:** Privacy notice
- **Appendix 2:** Data protection policy