



# Welcome to our social media guide for customers and stakeholders

We use social media to communicate key information and updates about our services and to engage with stakeholders and customers. Please note that we don't handle customer enquiries on social media – you'll need to [contact us](#) with your query instead.

This guide outlines both our responsibilities and yours to ensure a positive and productive social media experience.

Our social media activity focuses on these sites:

- Facebook - [www.facebook.com/WeAreVIVIDhomes](http://www.facebook.com/WeAreVIVIDhomes)
- LinkedIn - [www.linkedin.com/company/VIVID-Homes](http://www.linkedin.com/company/VIVID-Homes)
- Instagram - [www.instagram.com/WeAreVIVIDhomes](http://www.instagram.com/WeAreVIVIDhomes)
- YouTube - [www.youtube.com/channel/UCRFZUbR7I8FEkggliWweLWQ](http://www.youtube.com/channel/UCRFZUbR7I8FEkggliWweLWQ)

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

## 1. Responsibilities

### Customers, stakeholders and our social media accounts

We encourage customers and stakeholders to engage with us on social media. This can be in a variety of ways such as:

- Following our accounts
- Liking, commenting or sharing our posts
- 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. In some cases, we may ask you to private message us with information. Any data will not be shared 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

- 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**

### **Content**

Our social media posts are produced by the Communications team and are aligned to our communication strategy and corporate plan. We aim to make our content useful, informative, and engaging.

### **Negative comments**

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

## **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](#)