

Pickering and Ferens Homes Social Media Policy

Policy Statement

1. Introduction

This policy refers to Pickering and Ferens Homes (PFH) existing accounts on Twitter (@PFH_Hull) and Facebook (Pickering and Ferens Homes). It also applies to any other sites we may develop on any social networking tool. The PFH communications team and staff are permitted to manage the accounts. This policy applies to anyone who engages with us through social media.

2. Content

On Twitter and Facebook, our followers can expect an average of one message per day, although this may increase during the times of special events and circumstances.

On Twitter and Facebook our message may include:

- Requests for involvement and survey completion
- Alerts about new content on our website
- Community updates
- Relevant news updates
- Re-tweets of information from people and organisations we follow that we believe may be of interest to our followers.

All content remains the intellectual property of Pickering and Ferens Homes.

2.1 Following

If you Follow, Like or Join our accounts we will not automatically Follow you back, Like your page(s), add you as a Friend, or Join your account. This is to avoid wasting resources on spam handling so that the audience receiving our news remains to be the people it is relevant to. It is encouraged that PFH's followers engage in positive discussion. From a business' perspective, being Followed or Liked by PFH does not imply endorsement of any kind.

2.2 Monitoring

We will update and monitor our accounts during office hours from Monday to Friday from 9am to 5pm.

PFH social media accounts should not be used for the reporting of any issues with a property or one you may have with any of the services. If an issue arises, please call 01482 223783 to ensure that your query will go to the right team.

Accounts will be updated out-of-hours if they are being used to cover specific events. Twitter and Facebook may sometimes be unavailable and we accept no responsibility for lack of service due to downtime or other events beyond our control.

All interactions made on PFH accounts will be responded to at the earliest opportunity.

3. Comments

We welcome feedback and comments from all, however we encourage users to be positive and any obscenities must be in any way.

Comments must not knowingly transmit:

- Offensive, indecent or obscene material or abusive images and literature
- Material which can reasonably be considered as harassment of, or insulting to, other people or organisations
- Material obtained in violation of copyright or used in breach of a licence agreement
- Spam (electronic junk mail) or chain email
- Material that could, by its presence on a social media site, reasonably be expected to embarrass or compromise PFH
- Attempts to gain unauthorised access to IT or content for which you do not have permission (i.e. hacking)

We will withhold, edit or remove any comments we judge to be failing these guidelines. Opinions expressed in comments are those of the author, not those of PFH. If the comments are abusive towards staff or customers and breach PFH's "Code of Conduct," we will investigate and may take action as a result. Staff will also report abuse on social media. We want to have mutually beneficial relationships with our residents and both parties are expected to respect these roles.

Comments that may be categorised as difficult or detailed questions should be referred to through our Contact Us section on our website, in the enquiries section, or call 01482 223783.

3.1 Replying

We will read all @replies, direct messages and comments and ensure that any emerging themes or helpful suggestions are passed to relevant people in PFH. We will endeavour to respond directly to questions and queries online where an answer can be given quickly and simply, although we will not be obliged to do so.

We reserve the right to ignore, limit or suspend comments or responses to comments without prior notice.