

# Social Media Policy



The Housing Supply Association uses the following social media platforms: Facebook, Twitter, Pinterest, Google+, LinkedIn, Instagram, Snapchat, forums and YouTube. Our dedicated pages on each of these platforms are bound by our Social Media Policy which dictates what the appropriate uses are for each platform by us and our policy on external audience interaction.

This policy is in place to ensure we meet our ethical obligations when conveying information in a public domain, and to ensure there is no misinterpretation of our standards of use and practices when it comes to communicating with the public ("other users").

## **Our Obligations:**

- i. To not post anything which unfairly discriminates a particular person or group based on age; gender, ethnic origin or religion.
- ii. To reply to all fair comments, even if they are negative, unless such comments are offensive; provide potentially dangerous or misleading information, are spam attacks, or are not relevant to our specific business practices. In such cases we reserve the right to delete offending comments and/or block users from accessing our page/s.
- iii. To ensure our social media pages remain a safe environment for all users through moderating content which attacks or marginalises others.
- iv. To not turn off comment capabilities so "other users" cannot voice their opinion. We believe your opinion is important and will give you the opportunity to voice it so long as it fits within the parameters of obligation ii.
- v. To allow employees to voice their opinion of our business without repercussions so long as their comments do not attack another person; reveal confidential information, provide potentially dangerous or misleading information, or are spam attacks.

## **Our Expectations of "other users":**

- vi. To not personally attack any other user on our page/s. This also includes personal attacks on our staff.
- vii. To not write comments on our page/s which are offensive; provide potentially dangerous or misleading information, are spam attacks, or are not relevant to our specific business practices. In such cases we reserve the right to delete offending comments and/or block users from accessing our page/s.
- viii. While we are happy to respond to fair criticism on social media, we believe your issue may be more efficiently solved if you contact us directly first either through our website; via phone, at our office, or by mail. We will do what we can to resolve your issue or complaint.

^"Comments" refer to any communication made by "other users" on Housing Supply Association's social media pages. This includes tweets and messages.