

# EASY TO READ

version

POLICIES AT HONEYCOMB GROUP



## Policy name: Social media policy

### This policy was created to:

Help everyone at Honeycomb Group—staff, customers, and volunteers—understand how we use social media, what’s expected, and how we keep things respectful and safe online.

### What this policy covers

- How staff should use and manage our social media accounts
- How customers and others should interact with us online
- How we deal with inappropriate posts or messages
- What happens during a social media crisis

### Our goals

- Make social media a positive and respectful space for everyone
- Keep customers informed about our services
- Protect the reputation of the Honeycomb Group
- Set clear rules and roles for managing social media

### Key terms

- **Social media:** Platforms like Facebook, Instagram, LinkedIn, TikTok, and X (Twitter)
- **Group accounts:** Official Honeycomb Group social media pages
- **Orlo:** Our approved tool for managing social media
- **Strategic Lead - Communications:** The person in charge of our social media work

### Our approach

- Only trained and approved staff can post on our social media

- Staff must be respectful, polite, and professional in all posts
- No one should use their personal account to talk to customers
- Customers and the public should also be respectful in their posts
- We remove harmful or offensive content as needed
- Volunteers and board members should follow the same respectful rules

### **Legal compliance**

- All users must follow the rules of each social media platform
- Staff must not share personal or private information about others
- Staff must not post anything that could harm the reputation of others or the Group
- We follow laws on data protection and staff behavior at all times

### **Performance monitoring**

- We track how our social media is performing and spot any issues quickly
- The Strategic Lead: Communications manages serious problems or crises
- Any major risk to the Group's reputation will be reported to senior leadership

### **Data protection**

- Staff must follow our data protection policy
- No confidential or personal information should be posted online
- If someone breaks the rules, we may delete their post or block their account
- Serious issues may be reported to the police or other authorities

**Date of Policy: June 2024**