



SAXON WEALD

SOCIAL MEDIA GUIDELINES FOR CUSTOMERS

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1.0 Introduction and aim

- 1.1 We are committed to ensuring our social media channels offer a safe and helpful platform for staff and customers to find information and engage with us. We acknowledge that social media also offers residents and members of the public a space to share frustrations and issues. Where this happens, we will always aim to respond to comments quickly and, where possible, find a solution.
- 1.2 These guidelines outline our standards and expectations for how our customers and members of the public interact with and behave towards Saxon Weald online.
- 1.3 For the purpose of these guidelines, the term 'customer' includes tenants; leaseholders; shared owners; applicants for housing; and any other person or organisation to which we provide a service or have a legal or contractual obligation.

2.0 Definition of social media and the platforms we use

- 2.1 Saxon Weald uses several social media platforms including Facebook (Meta), and LinkedIn. These guidelines also extend to behaviour on and towards our websites (saxonweald.com and wealdliving.com), as well as Google reviews and YouTube.
- 2.2 Facebook, our websites, Google and YouTube are largely used to communicate with customers, while LinkedIn is predominantly used to engage with stakeholders.

3.0 Customer interaction

3.1 Contact protocols

All communications with Saxon Weald should be through official channels.

3.2 Response timeframes

- All direct messages should be responded to within two working days.

- Public comments and enquiries will be responded to as soon as possible, and as appropriate and constructive to do so.

3.3 Where Saxon Weald wouldn't respond

Saxon Weald may choose not to respond to social media comments if the following applies:

- 3.3.1 **Repeated rants or troublesome comments on resolved issues:** When someone pursues an issue or topic that has already been addressed clearly and publicly.
- 3.3.2 **Taking over another customer's query:** If someone comments on another person's post or query with unrelated complaints or questions, especially if it derails the original conversation.
- 3.3.3 **Repetitive questioning:** When a user repeatedly asks the same question across multiple posts or platforms, despite having received a response.
- 3.3.4 **Offensive or abusive language:** Comments containing profanity, personal attacks, or discriminatory language will not be engaged with.
- 3.3.5 **Spam or promotional content:** Posts that are clearly promotional, irrelevant, or spam-like in nature. These may also be deleted.
- 3.3.6 **Private or sensitive matters:** If a comment involves personal details or issues that are better handled privately (e.g., tenancy disputes, safeguarding concerns), the user may be directed to a private channel instead of receiving a public response.
- 3.3.7 **Third party complaints:** Comments made by individuals on behalf of someone else, especially if they lack context or consent, may not be responded to publicly.
- 3.3.8 **Resolved via other channels:** If the issue has already been resolved through phone, email, or direct message, further public responses may be unnecessary.
- 3.3.9 **Trolling or provocation:** Comments intended to provoke, bait, or stir up conflict without genuine intent to resolve an issue.

4.0 **Monitoring and moderation**

Saxon Weald has a zero-tolerance approach towards harassment, bullying, and abuse.

4.1 Monitoring and moderation rights

- Our social media channels are actively monitored between the hours of 9am and 4pm, Monday to Friday (excluding bank holidays). A member of the team will respond to all online enquiries within two working days.

- Saxon Weald carries out routine social media monitoring to stay informed of any issues in our properties or the local community.
- Saxon Weald will, on occasion, contact residents or members of the public if we understand there is a problem in one of our communities, and they have raised this on a community page. We will direct the individual to our corporate account to send us more information. This will either be done through the business account, or through approved personal accounts set up for business purposes.
- Saxon Weald reserves the right to restrict access to our social media channels if followers persistently go against our guidelines.

5.0 Unacceptable behaviour

5.1 Addressing unacceptable behaviour

- We welcome constructive feedback and engagement from customers; however, Saxon Weald reserves the right not to respond to comments that are perceived as unconstructive, abusive, or repetitive, if an attempt has already been made to explore an issue but not taken forward by the individual.
- Saxon Weald reserves the right to hide or remove content that is deemed inappropriate or abusive (e.g., offensive language, spam, indecent or offensive images, racist or discriminative comments, name calling, threats).
- Saxon Weald also reserves the right to block individuals who repeatedly demonstrate unacceptable behaviour towards Saxon Weald online. In extreme cases, for example where a resident is being evicted, examples of unacceptable online behaviour may be used as evidence in court.

5.2 Reporting abuse or inappropriate behaviour

If you have experienced or witnessed abuse or inappropriate behaviour online, either to or from a Saxon Weald resident or member of staff, please follow our complaints procedure: www.saxonweald.com/your-voice/complaints.

5.3 Escalating a query or concern

- Direct messages on Facebook are responded to by our Customer Support Team and monitored by our Customer Support Manager. Our Marketing and Communications Manager monitors public comments on Facebook, as well as direct messages on LinkedIn.
- If you are unhappy with a response you receive, you have the right to raise a complaint: www.saxonweald.com/your-voice/complaints.

6.0 Data protection, information exchange and confidentiality

Saxon Weald is committed to protecting the privacy and security of staff and customers' personal information.

6.1 Data security

- Before responding to any enquiry, staff will carry out General Data Protection Regulation (GDPR) checks to ensure no personal or sensitive data is shared with the wrong person.
- Staff cannot reply to personal enquiries publicly to protect personal data. You will be encouraged to send any enquiries to direct message or email.
- All responses must comply with GDPR regulations, ensuring that:
 - Personal data is not disclosed without consent;
 - Data is handled securely and appropriately; and
 - Customers are informed of how their data is used and stored.

More information about data protection and GDPR compliance can be found in our Privacy Notice: www.saxonweald.com/privacy.

6.2 Sharing staff information

- It is against our social media guidelines to share staff images, full names or roles without their permission.
- To protect staff privacy, customers must avoid tagging or identifying staff on social media, unless explicitly approved.

Version	Amendment	By	Date
1.0	New procedural guidelines	Rachel Freeman Marketing and Communications Manager	April 2026