

NFA social media policy

1. Introduction

The National Federation of ALMOs is a membership organisation which exists to support and promote the ALMO model of council-owned social housing management.

The NFA audience is wide; it includes our members, their residents, their parent councils, the wider social housing and local government sectors, national influencers and policy makers, the ministries of national government and the general public.

The NFA encourages its board members to use social media for reaching out to tenants, staff, stakeholders and others where appropriate.

2. Purpose

These guidelines are intended to help protect you, the NFA and its members from uninformed - and often unintended - misuse of social media.

They are intended to give board members the confidence to use social media positively and confidently to enhance the reputation of the NFA and its mission.

3. What kind of social media?

The guidelines apply to the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Wikipedia, Instagram, Tumblr, Snapchat, and all other social networking sites, internet postings and blogs.

4. Our social media policy

The NFA is committed to making the best use of social media for:

- Communication – to tell the story of what’s happening in social housing, and particularly in the council-owned stock sector.
- Engagement – to engage members, residents, the public and other stakeholders in the development of sound social housing policy in the UK.
- Collaboration – with our partners and other stakeholders across the social housing sector.

5. What do we expect of board members?

If board members are comfortable with using social media, they might support NFA work in these ways:

- Promoting the NFA through posts about their experiences at conferences and events
- Using social media in their interactions with their local communities to highlight the positive work done by their ALMO and the NFA.

- To engage constructively with sector and wider national debates on the future of housing provision in England and the UK.

We also expect NFA board members:

- To be very careful that their personal social media use does not endanger or harm the NFA's reputation or their role as an NFA board member.
- To make it clear that their opinions are their own and not an expression of official NFA policy or views.

6. Social media basics for NFA Board Members

While using social media in a way that makes it clear you have a role with the NFA, please always be truthful, treat all third parties kindly and use courteous language.

If you're not sure whether your message is appropriate, please check with the NFA comms team.

Don't share sensitive business and policy-related topics discussed with fellow board members or the NFA team until you have checked that the information is no longer confidential.

Please make sure any personal profile pictures or other images reflect the professional image you and the NFA would want to convey.

If you see social media content that disparages or reflects poorly on us, please tell the NFA team.

7. Photographs

When using images on social media, the very strict privacy provisions of the General Data Protection Regulations (GDPR) must be followed. Ask your own ALMO's comms team or the NFA team for guidance before sharing images in which others are identifiable.

If an image you wish to post has not been taken by you, make sure no copyright or intellectual property right is being infringed.

8. Please note -

The NFA promotes a positive digital culture. We trust our officers and members to use social media appropriately. However, we may ask you to remove a post we feel doesn't comply with the spirit of these guidelines.