



West Yorkshire Pension Fund

Lincolnshire
Pension Fund



Social Media

Policy and procedures

Introduction

Social media focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others.

Social media has encouraged new ways of communicating, interacting and sharing information, such as email, instant messaging, commenting on and sharing each other's posts, pictures and videos. These internet or mobile-based social spaces are now part of everyday life and are being used regularly by millions of people.

In a local government pension scheme context social media can be useful for:

- engaging with specific/targeted new and pre-established groups of people who may be receptive to particular messages.
- supporting targeted marketing campaigns and promoting specific events, themes and projects.
- engaging with people who wouldn't usually take part in consultation, including opportunities for user-generated content and crowd sourcing ideas.
- collaborate with key partners.
- generating buzz around a particular topic and encouraging people to take action.
- encouraging member engagement.
- handling simple customer service requests and complaints.
- informing members of policies, meetings and decision-making to support their knowledge of the pension scheme.
- creating closed internal or external networks where colleagues in the same organisation or a range of organisations can share information and views.

Serving digitally-enabled WYPF members in more efficient ways can save time and money which can be spent on reaching those who don't engage. Social media needs to be an integrated part of a wider marketing and communication strategy which may also include media relations, the website, marketing and advertising.

West Yorkshire Pension Fund Social Media Code of Conduct

1. As official accounts (i.e. those established and managed by Council employees, with or without partner involvement, as part of their work and promoting Council and/or partner activity or policy) our social media sites are registered with the Bradford Council Public Affairs and Communications Service. Copies of WYPF registration pro forma's can be found in Appendix A (Facebook) & B (Twitter)
2. Our registered accounts have sponsorship from Rodney Barton (site sponsor). The site owner is responsible for monitoring the team's use of social media and managing any issues that arise. Details of the site owner can be found in Appendix A & B.
3. All registered accounts have more than one member of staff with administration rights/access. Passwords will be changed on a 60-day cycle and the password format should be at least as strong as for Bradford Council domain network logins. Passwords need to be kept secure. Please refer to the access levels section of this policy.
4. Sites are registered to a bradford.gov.uk email, not a personal account, and passwords and access must be handed over if you leave WYPF. You must allow access to the accounts by Public Affairs and Communications on request (for example during an emergency or during service disruption). Both WYPF sites are currently registered to david.parrington@bradford.gov.uk.
5. Both registered accounts clearly identify that they are an official Bradford Council or partnership account and should carry the correct corporate branding for WYPF and/or any appropriate partnership logos.
6. Taking into account the limitations of Facebook & Twitter we will continuously monitor our sites to ensure that they are compliant to allow access for users with disabilities.
7. As a registered account, our site carries links back to www.wypf.org.uk and/or appropriate partner sites for further information. The account contains the contact details for the Contact Centre and includes a phone number and email address.
8. All information and postings, and responses to postings, on these accounts by employees should be regarded and written as the official 'voice of West Yorkshire Pension Fund and Bradford Council', should be positive and professional, and should not give individuals' personal opinions. Please refer to our response guidelines for more information.
- 9 All social media accounts link to the comments policy on www.wypf.org.uk
10. Our accounts are owned and managed appropriately to ensure that information is correct and up to date and that postings are monitored and moderated regularly, effectively and appropriately. Anything that is submitted onto social media sites can be deleted but may have already been shared so make sure that the information is signed off and ready before submitting. We may be held legally responsible for anything posted publicly on your site (e.g. a

comment on your Facebook timeline) even if we have not posted it there yourself. Inappropriate or illegal content must therefore be removed immediately.

11. If we upload any images or audio files that we do not own we will obtain any necessary permissions in line with CMBDC photography guidelines.
12. We will ensure that we have measures in place to ensure that our accounts are managed properly. This will form part of the performance management and workforce development of the team e.g. identifying skill levels and training needs at appraisals. Public Affairs and Communications can offer basic level social media training to officers.
13. All registered accounts should be managed and operated in line with all other existing CBMDC and WYPF policies and procedures, particularly with regard to Information Security.
14. We will evaluate our accounts after six months to ensure they are achieving their outcomes. Best practice and lessons learnt should be shared with the social media working group.
15. Failure to comply with this code of conduct may result in disciplinary action.
- 16 CBMDC hold a social media working group which meets regularly to discuss best practice and share experience. Officers operating social media accounts will attend these meetings on behalf of WYPF.

Promotion

In order to reach a significant audience both the Facebook and Twitter pages will need to be promoted to both employers and the wider membership.

Initially the sites can be promoted via articles in:

- Pension Matters
- Member newsletter
- Employer website
- Member website
- Finding and following/liking other relevant Twitter and Facebook users.
- E-mail Signatures

And by being covered in presentations that are given to both members and employers.

Over the longer term Facebook/Twitter details to will be added to:

- Business cards
- Banners
- Fact cards (both member and employer)
- Fact sheets (both member and employer)
- Newsletters
- Contact details of PowerPoint presentations
- Members website homepage
- Employers website homepage
- Posters

E-mail Signatures

Permission has been received to amend the corporate e-mail signature to include the following:

Follow WYPF on twitter: www.twitter.com/wypf_lgqs

Follow WYPF on Facebook: www.facebook.com/westyorkshirepensionfund

Whilst it would have been preferable to use the icons this causes problems with document imaging, as each icon appears as a separate file when scanned to UPM2.



A copy of the corporate signature is below :

Name

Job Title

West Yorkshire Pension Fund

Tel: XXXXX XXXXXX • Mob: XXXXX XXXXXX • Fax: 01274 723228

WYPF, P O Box 67, Bradford, BD1 1UP

**West Yorkshire Pension Fund
Chief Executive's Department**

Follow WYPF on twitter: www.twitter.com/wypf_lgps

Follow WYPF on Facebook: www.facebook.com/westyorkshirepensionfund

This email, and any attachments, may contain Protected or Restricted information and is intended solely for the individual to whom it is addressed. It may contain sensitive or protectively marked material and should be handled accordingly. If this email has been misdirected, please notify the author immediately. If you are not the intended recipient you must not disclose, distribute, copy, print or rely on any of the information contained in it or attached, and all copies must be deleted immediately. Whilst we take reasonable steps to try to identify any software viruses, any attachments to this email may nevertheless contain viruses which our anti-virus software has failed to identify. You should therefore carry out your own anti-virus checks before opening any documents. Bradford Council will not accept any liability for damage caused by computer viruses emanating from any attachment or other document supplied with this email. Emails may be subject to recording and / or monitoring in accordance with relevant legislation.

Monitoring

Who monitors it?

The monitoring of posts to both sites will be the responsibility of the Contact Centre.

When is it monitored?

As a minimum the sites should be monitor 3 times a day,

- Prior to 10.00
- Between 12.00 and 14.00
- Post 16.00

At times of high activitiy, or an on going issues this should be increased as required. It is the responsibility of the The Team Manager (Contacts) to ensure that the sites are regularly monitored.

Who has administration access to the site?

The Team Manager (Contacts) will be a manager on Facebook and Twitter to enable them to change the permissions as and when needed to cover for holidays. The Senior Pensions Officers (Contacts) will have the facility to post comments, reply to posts and delete posts when required.

Outside of office hours

Our social media sites will not be monitored outside the hours detailed below:

Monday – Friday 8:45 -16.30

What content do we post?

WYPF will make regular posts to both Facebook and Twitter with the minimum being two posts per week. To ensure regular updates to the sites the WYPF Social Media group will meet regularly to decide on upcoming areas. Any suggestions for a post should be forwarded to the deputy site owner for discussion and scheduling.

Content for our Facebook/Twitter Page will be:

Varied

See below for a list of proposed sources and types of postings. The channel will cover a broad base of content types and sources to retain interest levels.

Human

Facebook users can be hostile to the over-use of automation, such as regurgitation of press release headlines. While corporate in message, the tone of our Facebook channel must therefore be informal spoken English, human edited and – for the most part - written/paraphrased for the channel.

Timely

In keeping with the 'zeitgeist' feel of Facebook, our posts will be about issues of relevance today or events/opportunities coming soon. For example it will not be appropriate to cycle campaign messages without a current 'hook'.

Credible

While postings may occasionally be 'fun', we should ensure we can defend them in relation to our objectives. Where possible there should be an actual link to related content to make this credibility explicit.

Inclusive

In keeping with the knowledge-sharing culture of social media, we should pursue opportunities to signpost relevant content elsewhere from stakeholders and other LGPS organisations. Exclusive use of Facebook for self-promotion can lead to criticism.

Corporate

As an extension of the Fund's public website, the primary focus should be on informing members about the development within the Scheme as well as the Fund's activities.

Who is responsible for posting content?

The site owner is responsible for posting content on both of the Social Media sites. Items identified as a scheduled post can be set up to post automatically up to 6 weeks in advance. The WYPF social media group will agree these items and it will be the responsibility of the site owner to ensure these are scheduled.

For new posts that are not contained in the social media timetable the site owner will be the first point of contact, where they are not available the deputy site owner should be contacted.

If neither are available you should contact one of the people who hold an account at content creator level or above. These people are listed as additional contacts in the social media proforma's in Appendix A & B.

The WYPF social media group will meet on a regular basis to discuss any items or topics that need to be added to the social media sites. This will ensure that the sites are aligned with communication requirements of the whole of WYPF.

Access Levels

Facebook

What are the different kinds of Page admins and what can they do?

Page admins can have 5 different types of roles, each with different abilities. Only managers can change what kind of admin someone is. All admins are content creators by default.

The table below outlines the 5 admin roles (across) and what they're able to do (down):

	Manage Admin Roles and Page Settings	Manage Admin Roles and Page Settings	Create Posts as the Page and Delete Posts	Respond to and Delete Comments	Send Messages as the Page	Create Ads	View Insights
Manager Site Owner Deputy site owner Team Manager (Business Relations) Team Manager (Contacts)	✓	✓	✓	✓	✓	✓	✓
Content Creator Pension Fund Representatives Senior Pensions Officers (Contacts)		✓	✓	✓	✓	✓	✓
Moderator				✓	✓	✓	✓
Advertiser						✓	✓
Insights Analyst							✓

Twitter

Twitter does not require individuals to have their own log in and password, the one account is shared between all users. The users will be: The site owner, the deputy site owner, Team Manager (Business Relations), Team Manager (Contacts), Senior Pensions Officers (Contacts).

Best Practice

1. Staff using the Facebook site, as representatives of WYPF, must set up a “blank” facebook page based on their Bradford Council email address. It is only by going onto this page that they should up date the WYPF page. No update to the page should be done via a personal page.
2. Staff must not be logged on in both a personal and professional capacity at the same time to prevent errors in posting.
3. It recommended for staff to download Google Chrome to use as the internet browser as this handles Facebook and Twitter between the current CBMDC standed internet browser IE7 or 8.
4. For security reasons neither of the two social media sites should be used on staffs personal devices, including smart phones, tablets, PC's or laptops.

How are posts responded to?

Comments may be responded to in any of the following ways:

- Answered by Contact Centre in the public domain.
- Acknowledged by the Contact Centre and passed to Service Centre for a more in depth answer
- Acknowledged by the Contact Centre and passed on to Communications to provide an answer.
- Noted but not responded too.

Specific procedural guideline for WYPF

The way a post or comment is responded to will depend on the nature of the question that is asked.

Specific questions that expect an answer

If the question is of a general nature and one that can be answered in public a response should be addressed to the originator and posted to the Twitter/Facebook page.

Questions relating specifically to the subject matter of the post

If the question is of a general nature and one that can be answered in public a response should be addressed to the originator and posted on the Facebook/Twitter page.

If the question is something that may require a confidential answer

If the question requires a more confidential answer you should provide the WYPF Contact Centre telephone and email address and ask the member to contact us direct for an answer.

Positive comments:

These may be general comments that support the content posted by the Fund. You can let the comment stand and don't need to respond to it.

Negative comments:

These may be comments where the originator wants to tell people that they don't agree with what the Fund is doing. So long as these comments are not abusive, defamatory or inappropriate they should be left to stand without a response. If they contain factual inaccuracies the moderator should consider whether to post a comment that corrects the inaccuracies.

Specific complaints:

Relating to a specific Fund service that has been received by an individual. The comment should be passed on to the team who will deal with it through the normal channels. The person should be contacted via a private message to tell them that their complaint is being dealt with.

General Response Guidelines:

1. Familiarise yourself with the rules of the social media site you are using. Both Twitter and Facebook have extensive help sections, with policies and guidance on managing your account.
2. Social media is an open space for engagement and people have the right to express their views. Social media is an ideal channel to stimulate debate and two-way engagement with the WYPF. You may not like what people have to say, but don't be too defensive or try to sway the argument. Allow it to flow with minimum intervention.
3. However if a post or comment which contains offensive, racist, pornographic, commercially confidential or illegal content is uploaded onto your site (e.g. on your Facebook timeline) then it should be removed immediately. The WYPF could be held liable for posts on its sites, even if they have been posted by someone else.
4. Do not remove negative comments, unless they fall into the above categories.
5. If they contain factual inaccuracies the moderator should consider whether to post a comment that corrects the inaccuracies.
6. Consider carefully whether your interaction with this content could be perceived as endorsing a political party or commercial concern. WYPF sites should never be used for political purposes.
7. Never post content which could be deemed offensive, political or endorsing a commercial organisation (apart from agreed partnerships).
8. Consider the context of the post. Is the person making a joke or being ironic? How many people will see the post? Does it significantly affect the reputation of the WYPF? Only take action (e.g. removing the content or blocking the user) if there is a significant risk of damage to the WYPF's reputation.
9. Respond in a timely manner to questions and posts, ideally within a few hours.
10. Try to take complaints offline by directing the complainant to a relevant section of our website, or contacting them by direct message, email or telephone (if this is available).
11. Always be polite, even if the comment is not! Thanking people for their comments (even negative) is often a way of defusing a situation.
12. Not responding to a post is always an option, particularly when dealing with persistent, activist or spam comments. Some comments are designed to deliberately provoke you, or draw attention to an issue or campaign. Do not get into protracted arguments on social media sites.

13. Remember that at all times you are speaking on behalf of the WYPF. Ensure the content is relevant, is within WYPF policy and maintains the reputation of the WYPF. Remember that your responses could be used by the media as official WYPF statements.
14. If you are unsure how to respond to a post, or how to handle an escalating issue, speak to the site owner or deputy site owner for advice.

Our policy for comments

People are invited to post their comments, pictures and videos on West Yorkshire Pension Fund's Social Networks. However they must be aware that their contributions are public and available to anyone visiting West Yorkshire Pension Fund's Social Networks.

Comments made on West Yorkshire Pension Fund's Social Networks reflect the views of the person submitting them and do not reflect West Yorkshire Pension Fund policy.

If they wish to contact the West Yorkshire Pension Fund with a complaint or a request for service they should do so through our website at www.wyph.org.uk or through our Contact Centre on 01274 434999. Media enquiries should be directed to Bradford Council's press office on 01274 433526. They should also note that enquiries made through West Yorkshire Pension Fund's Social Networks will be dealt with by WYPF.

To protect their privacy, and the privacy of others, they must not include personal or confidential information in comments or responses.

Comments made on the pages are not moderated prior to posting but West Yorkshire Pension Fund reserves the right to remove any materials (including comments, profile pictures, videos and pictures) that:

- pose a security or privacy risk
- contain confidential information about yourself, or someone else
- refer to West Yorkshire Pension Fund employees by name
- are considered spam or commercial advertising
- are unlawful, harassing, abusive or threatening
- are obscene, sexually suggestive or profane (i.e. swearing)
- are racist, homophobic, ageist or sexist or are perceived to be offensive to any group of individuals
- promote, or are perceived to promote, the interests of political party, group or candidates
- are an infringement of intellectual property or copyright law
- are in any other way deemed to be offensive or inappropriate for this page.

Repeated violation of these rules will result in the account being blocked from using this page. In serious cases we may report a post to the police.

All comments made on this site must be made in English.

Comments made on this site will not affect or influence the service posters will receive from West Yorkshire Pension Fund.

West Yorkshire Pension Fund does not endorse or take responsibility for any material that may be reached through links posted on our Social Networks page. When links are followed please note it should be noted that West Yorkshire Pension Fund site has been left.

West Yorkshire Pension Fund does not guarantee any information posted by individuals on this site is correct and disclaims any liability for any loss or damage resulting from reliance on this information.

Only West Yorkshire Pension Fund employees acting in their official capacity are authorised to administer our Social Networks.

West Yorkshire Pension Fund reserves the right to remove the comments facility at any time if it is being abused.

Appendix A

WYPF Social Network Pro forma - Facebook

A separate pro forma must be completed in full by the creator/owner for EACH Bradford Council administered social network site/profile. It should be returned by email to susan.darlington@bradford.gov.uk for approval and registration by Public Affairs and Communications. Each site/profile should also be accompanied by confirmation of Assistant Director Sponsorship (an email from your AD is fine).

Site subject	West Yorkshire Pension Fund
Site type	Facebook
Site/Profile Name	West Yorkshire Pension Fund
Actual or proposed Site/Profile URL	https://www.facebook.com/pages/West-Yorkshire-Pension-Fund/545924965500278
Date site/profile created (approx if not known) or planned date of creation	01.11.2013
Date for deletion (where appropriate)	Not applicable
Purpose of Site/Profile	<p>To send messages to a wider audience that might not otherwise hear about them</p> <p>To target specific groups that may be interested in a particular subject</p> <p>To encourage recipients to pass on messages to other people who they think might be interested</p> <p>To drive traffic to the Fund's Members' website</p> <p>To encourage recipients to find out more about a particular subject by providing links to our website and a way to ask questions</p> <p>To provide a more personalised way of communicating by giving</p>

	<p>the opportunity for a two-way dialogue</p> <p>To 'sound out' public opinion and identify emerging issues by monitoring comments posted.</p> <p>As many of our members do not live in the Bradford area it makes sense to link the social media to our name rather than Bradford Councils</p>
Target audience	All members, potential members and relatives of members of WYPF
Site/Profile access for users	Public
Engagement with users - administrator responses to posts/comments (where applicable)	Selectively, in line with "Response guideline for social media sites"
Frequency of admin updates, posts, moderation	Weekly as a minimum, more often as appropriate for updates & posts. Moderation 3 times a day Mon-Fri
Link to www.bradford.gov.uk – Yes/No	Yes
Links to other Council websites and/or social networking sites – please specify	WYPF Twitter page
Links to external sites and/or social networking sites – please specify	May link to other employers in the pension fund, other pension funds and government bodies.
How do you intend to monitor and evaluate your site? And how frequently?	Site monitored at least 3 times a day Monday to Friday by Contact Centre staff and Pension Fund Representatives.
Your name as site/profile owner, including	Andrew Butterfield (site owner)

contact details	andrew.butterfield@bradford.gov.uk 01274 433877
Your department and service area	West Yorkshire Pension Fund Chief Executives Office
Assistant Director sponsor	Rodney Barton (site sponsor)
Names of others with admin/update/moderation access to the site/profile, including contact details	David Parrington (deputy site owner) david.parrington@bradford.gov.uk 01274 433840 Jenny Gregory Jenny.gregory@bradford.gov.uk 01274 437588 Sandra Mounsey Sandra.mounsey@bradford.gov.uk 01274 432542
By submitting this pro forma you are confirming that you have read and agree to abide by the Council's social networking protocol and associated guidance, including responsibility for the content, updating and moderation of your site/profile and the associated risks; site/profile and password security; and regular evaluation of the benefits of the site/profile.	
FOR PUBLIC AFFAIRS AND COMMUNICATIONS USE ONLY	
Checked by appropriate officer (AD Communications, Public Affairs and Communications Manager or Senior Publications Officer). Initials and date approval given in box opposite.	

Appendix B

WYPF Social Network Pro forma - Twitter

A separate pro forma must be completed in full by the creator/owner for EACH Bradford Council administered social network site/profile. It should be returned by email to susan.darlington@bradford.gov.uk for approval and registration by Public Affairs and Communications. Each site/profile should also be accompanied by confirmation of Assistant Director sponsorship (an email from your AD is fine).

Site subject	West Yorkshire Pension Fund
Site type	Twitter
Site/Profile Name	WYPF_LGPS
Actual or proposed Site/Profile URL	https://twitter.com/WYPF_LGPS
Date site/profile created (approx if not known) or planned date of creation	01.11.2013
Date for deletion (where appropriate)	Not applicable
Purpose of Site/Profile	<p>To send messages to a wider audience that might not otherwise hear about them</p> <p>To target specific groups that may be interested in a particular subject</p> <p>To encourage recipients to pass on messages to other people who they think might be interested</p> <p>To drive traffic to the Fund's Members' website</p> <p>To encourage recipients to find out more about a particular subject by providing links to our website and a way to ask questions</p> <p>To provide a more personalised way of communicating by giving the opportunity for a two-way dialogue</p>

	<p>To 'sound out' public opinion and identify emerging issues by monitoring comments posted.</p> <p>As many of our members do not live in the Bradford area it makes sense to link the social media to our name rather than Bradford Councils</p>
Target audience	All members, potential members and relatives of members of WYPF
Site/Profile access for users	Public
Engagement with users - administrator responses to posts/comments (where applicable)	Selectively, in line with "Response guideline for social media sites"
Frequency of admin updates, posts, moderation	Weekly as a minimum, more often as appropriate for updates & posts. Moderation 3 times a day Mon-Fri
Link to www.bradford.gov.uk – Yes/No	Yes
Links to other Council websites and/or social networking sites – please specify	WYPF Facebook page
Links to external sites and/or social networking sites – please specify	May link to other employers in the pension fund, other pension funds and government bodies.
How do you intend to monitor and evaluate your site? And how frequently?	Site monitored at least 3 times a day Monday to Friday by Contact Centre staff and Pension Fund Representatives.
Your name as site/profile owner, including contact details	Andrew Butterfield (site owner) andrew.butterfield@bradford.gov.uk 01274 433877

Your department and service area	West Yorkshire Pension Fund Chief Executives Office
Assistant Director sponsor	Rodney Barton (site sponsor)
Names of others with admin/update/moderation access to the site/profile, including contact details	David Parrington (deputy site owner) david.parrington@bradford.gov.uk 01274 433840 Jenny Gregory Jenny.gregory@bradford.gov.uk 01274 437588 Sandra Mounsey Sandra.mounsey@bradford.gov.uk 01274 432542
By submitting this pro forma you are confirming that you have read and agree to abide by the Council's social networking protocol and associated guidance, including responsibility for the content, updating and moderation of your site/profile and the associated risks; site/profile and password security; and regular evaluation of the benefits of the site/profile.	
FOR PUBLIC AFFAIRS AND COMMUNICATIONS USE ONLY	
Checked by appropriate officer (AD Communications, Public Affairs and Communications Manager or Senior Publications Officer). Initials and date approval given in box opposite.	