



## Facebook & Social Media Engagement Policy

This policy applies to all users of any on-line, electronic, digital or social media platforms associated with Wellsfield Farm, including Wellsfield Farm staff and the General Public.

### The purpose of this policy:

- As Facebook and other on-line social media has become a primary customer interaction point for our business, we have established formal policies for how community managers and employees should engage with our customers and the general public. These engagement policies detail instructions on how we handle issues.
- To safeguard and protect our company reputation.
- To safeguard and protect our staff's reputation.
- To safeguard and protect any person including children and young people.

Wellsfield Farm reserves the right to appropriately manage, administer and moderate any online, electronic, social or digital media platform associated with our company in order to safeguard children and the general public, in order to maintain our company policies and legal responsibilities. We also reserve the right to protect our staff's reputation and our company reputation and report any concerns to the appropriate authorities. We have a zero tolerance policy towards any action by any person or persons designed or carried out so as to cause malicious harm, loss, defamation of character, slander or libel through any type of communication including on-line social media, including but not limited to cyberbullying, posting of information that would mislead any person or organisation about any alleged event, nasty emails, or 'trolling' (leaving unkind comments on a webpage or social network profile). Wellsfield Farm reserves the right to contact and report concerns to statutory agencies such as the police, the local authority children's social care department and/or the Independent Safeguarding Authority.

### Engagement Guidelines

#### Categorization of Posts

We categorise posts we see on your Facebook page or on our other social media platforms.

We group posts into categories. These are:

Praise  
Complaints  
Questions  
General Conversation.

We have basic guidelines for responding to each. We also have a decision tree for posts which allows us to respond accordingly.

## **Response Times**

Our response times depend range from a few minutes to a day or more.

We are normally aware of any posts on Facebook and our other social media platforms within an hour. We advise users to be aware of this and that appropriate responses will always be made, in time. If we aren't able to answer someone's question immediately, we will respond soon with an answer.

Our response times are normally driven by the type of post we are responding to, with complaints and questions taking priority over praise and general conversation.

We normally respond inside of normal business hours.

## **Resolving Issues**

How we respond to issues is just as important as how fast we respond.

We normally try to take conversations offline (to e-mail or a phone conversation) when resolving issues, however sometimes this can be difficult if the poster does not contact us privately by email, private message or telephone, and can lead to delays in us being able to resolve issues.

Our policy differentiates between a 'troll' and constructive criticism. If someone leaves a viable complaint or feedback on your Facebook Page, we will respond. The odds are, that someone else may share their concerns, and we want our company response to be accessible for everyone else to read. We will not enter into heated discussion. If any situation continues to escalate, we ask the person to contact us by phone or e-mail so we can find a solution to their individual problem.

In some cases, we utilise the expertise and direction of a manager before responding to inaccurate, accusatory or negative comments about the company. We utilise a formal review and approval process for responses in these types of situations.

## **Process for Handling Inquiries**

Our Facebook Page and other social media advertising platforms garner customer service enquiries even though this is not the primary purpose of these page. We try to minimize this by clearly posting our website URL ([www.wellsfield.co.uk](http://www.wellsfield.co.uk)), our email address and telephone number on your page. On occasions we go as far as to integrate our website URL into the main image on our Facebook Page. All our Facebook adverts and posts include detailed contact information to direct our customers to the information they would require relating to the specific product or service.

### **Ground Rules for User Posts (Our commitment to the community)**

We at Wellsfield Farm will do our best to make sure the postings on our Facebook page and our other social media platforms are in line with the company mission.

We expect that users will not post content that falls into the following categories and reserve the right to remove postings that are:

- abusive, defamatory or obscene
- fraudulent, deceptive or misleading
- in violation of another's intellectual property right
- in violation of any law or regulation
- trolling or spam
- singular, multiple or organised multiple person attacks on our company, its owners or staff
- factually incorrect information
- posts that detract from specific advertisements, company posts or actual conversations
- otherwise offensive

The views, opinions, depicted results and experiences expressed in user-submitted-comments are solely those of the author and do not necessarily reflect those of Wellsfield Farm, or any product or service offered by Wellsfield Farm, and may not be representative or typical of any product or service under actual conditions of use as directed. User comments are not edited for accuracy or safety; however to ensure continually positive experience for the community, we may report or remove content or commentary containing spam, profanity, or otherwise objectionable or prohibited material subject to the Facebook Code of Conduct and Terms of Use.

We reserve the right to remove posts for any reason as listed above, including negative comments, and reserve the right to ban also.

### **Appropriate Tone**

Our policy is to be open, friendly and authentic. We aim to make everyone feel comfortable and to facilitate interaction. We aim to build genuine relationships with our customers.