



One Family Three Companies
HAROLD P. HEYWOOD
T. COLLINS & SON
WILD & BRIERLEY
Family Funeral Services

SOCIAL MEDIA POLICY

EFFECTIVE DATE: 11TH APRIL 2024

Purpose

This policy provides guidelines for the responsible and respectful use of social media to reflect the compassionate and professional values of Harold P Heywood, T. Collins & Son and Wild & Brierley. It applies to all employees, contractors, and individuals authorised to manage or contribute to our social media platforms.

Scope

This policy covers all official social media accounts (e.g., Facebook, Instagram, X) representing Harold P Heywood, T. Collins & Son and Wild & Brierley as well as employees' personal use when it may impact the company's reputation.

Policy

1 Respect and Sensitivity

- **Confidentiality**- Personal or private information about the deceased, their families or colleagues must not be shared without explicit consent.
- **Tone and Approach** - Ensure all posts and interactions are empathetic, respectful, and professional, reflecting the sensitive nature of our services.
- **Avoidance of Controversy** - Do not engage in or post content that could be seen as offensive, inflammatory, or inappropriate.

2 Content Standards

- **Appropriate Content** - Social media posts should align with our values and business goals. Examples include:
 - 2.1. Information about our services and grief support.
 - 2.2. Inspirational or comforting quotes
 - 2.3. Updates and community involvement or sustainability efforts.
 - **Consent of Media** - Written or verbal approval must be obtained before sharing any photos or information regarding any photos relating to the funeral. We will automatically presume you consent to information regarding funerals or memorials in the form of obituary notices if you agree to one being produced at the initial arrangement.
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3 Client and Public Interactions

- **Prompt Responses** - Every effort will be made to respond to inquiries or comments in a timely manner. Responses must be respectful and empathetic. #
- **Moderation** - Monitor comments to remove inappropriate, offensive or spam content/.
- **Negative Feedback** - We will address complaints or negative feedback with empathy and professionalism. Where possible we will ask to continue discussions privately to resolve the issues.

4 Employee Conduct

4.1.1. Personal Social Media Use:

4.1.2. Employees must not present themselves as representatives of Harold P Heywood, T. Collins & Son and/or Wild & Brierley on personal accounts.

4.1.3. Employees must not share confidential or sensitive information about Harold P Heywood, T. Collins & Son and/or Wild & Brierley.

4.1.4. We will not hold employees accountable for personal opinions, these include but are not limited to political views, trending topics and news stories but at no point should Harold P Heywood, T. Collins & Son and/or Wild & Brierley be mentioned.

4.2. Official Company Accounts:

4.2.1. Only authorised individuals may post or interact on official accounts.

4.2.2. Posts must align with the company values and professional standards.

5 Crisis or Sensitive Situations.

- During crises or highly sensitive cases (e.g. publicised deaths, accidents, acts of terrorism) social media posts or responses must be approved by management before publication.

6 Compliance and Legal Considerations

- **Copyright Compliance** - Ensure all content, including images and videos is used with proper permissions.
- **Data Protection** - Follow all applicable laws, such as GDPR, when handling or sharing personal information (more information can be found in our Privacy Policy).
- **Funeral Industry Standards** - Adhere to relevant legal and ethical guidelines for the funeral industry.

Enforcement

Management of Harold P. Heywood & Co Ltd, T. Collins & Son Ltd and Wild & Brierley Ltd will regularly review social media accounts to ensure compliance with this policy. Breaches of this policy may result in, restricted access to social media accounts, formal warnings or disciplinary action. For severe circumstances employees may face termination of employment.

Review and Amendments

This policy will be reviewed annually and amended as necessary to reflect changes in our business operations or in legal or regulatory standards.