

Social Media Engagement, Campaign Planning and Digital Communication Framework

1. Campaign and Engagement Overview

- Campaign / Initiative Title
- Purpose of Campaign
- Lead Organisation
- Lead Officer
- Supporting Teams
- Campaign Start Date
- Campaign End Date
- Version Control and Review Date

2. Strategic Purpose of Social Media Engagement

- Increase resident awareness
- Improve customer communication
- Strengthen resident influence
- Promote transparency and accountability
- Support community engagement
- Encourage digital participation
- Improve trust and confidence
- Support service improvement and consultation

3. Regulatory and Governance Alignment

- Transparency, Influence and Accountability Standard
- Tenant Satisfaction Measures (TSMs)
- Housing Ombudsman Complaint Handling Code
- Equality, Diversity and Inclusion Standards
- Digital Inclusion Strategies
- Corporate Communication Policies
- Social Media Policies and Standards

4. Target Audience and Demographic Planning

- Residents
- Leaseholders
- Shared Owners
- Young People
- Older Residents
- Community Organisations
- Partner Agencies
- Digitally Engaged Customers
- Underrepresented Voices

5. Social Media Platform Strategy

Platform	Purpose	Target Audience	Content Approach
Facebook			
Instagram			
LinkedIn			
X / Twitter			
TikTok			
YouTube			
Resident Portal			
Community Forums			

6. Content Planning and Campaign Objectives

- Resident engagement campaigns
- Consultation and survey promotion
- Service updates
- Building safety communication
- Community investment promotion
- Resident event promotion
- Customer support messaging
- Emergency communications

9. Monitoring, Engagement and Performance Metrics

- Reach
- Impressions
- Engagement rate
- Comments and replies
- Shares and reposts
- Follower growth
- Click-through rates
- Video views
- Sentiment analysis
- Customer queries raised

10. Campaign Performance Tracker

Metric	Target	Actual	Performance Insight	Actions Required
Reach				
Engagement				
Follower Growth				
Video Views				
Click-Through Rate				
Comments				
Shares				
Customer Queries				
Positive Sentiment				
Negative Sentiment				

11. Risks, Challenges and Mitigation

- Low engagement
- Negative comments
- Misinformation
- Platform outages
- Accessibility barriers
- Reputational risks
- Consultation fatigue
- Data protection concerns



12. Resident Influence and Accountability

- What residents said
- Actions agreed
- Changes implemented
- You Said, We Did updates
- Feedback provided to residents
- Evidence of customer influence

13. Resources and Budget Planning

- Graphic design resources
- Content creation
- Advertising budgets
- Video production
- Community management
- Digital tools and software

14. Partner and Community Collaboration

- Resident groups
- Community organisations
- Partner agencies
- Local councillors
- Influencers and ambassadors
- Voluntary sector organisations

15. Data Protection and Governance

- Consent arrangements
- Privacy notices
- Moderation standards
- Safeguarding concerns
- Social media governance
- GDPR compliance

19. Good Practice Principles

Social media engagement should be accessible, inclusive, transparent and resident-focused. Organisations should ensure social media is used not only for broadcasting information but for meaningful engagement, listening, learning and demonstrating accountability to residents and communities.

