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London Pensions Fund Authority LPFA Social Media and Moderation Policy

January 2024

London Pensions Fund Authority

Social Media and Moderation Policy

The following social media and moderation guidelines outline how we use our social media accounts, the service that you can expect to receive from us via these channels and the type of content that we share. It also covers how we engage with review sites which we do not own or manage and how such sites may have inaccurate content that may have an impact on our reputation. It also explains our online profile including review sites such as Glassdoor and Google reviews. Please also refer to our Communications Policy for broader information on how we communicate.

Where can you find us?

Our official LinkedIn page can be found at: <https://www.linkedin.com/company/london-pensions-fund-authority>

Our official X (formerly Twitter) channel can be found at: <https://twitter.com/LPFA1>

We will consider the cost-effectiveness of our official social media accounts displaying verified badges which confirm that they are recognised as authentic pages for our organisation. Social media pages that attempt to replicate our name, service or branding should not be treated as trusted sources of information.

This policy lists all our official social media accounts. Be cautious of malicious pages operating on channels where we do not yet have a social media presence, such as WhatsApp, Facebook and TikTok.

Other ways you can contact us

You can find useful information on our website, specifically within the '[Contact us](#)' section.

Availability on social media

While we monitor the accounts during regular office hours, this is limited to intermittent observation and may vary between our accounts. In the event of incidents, we will increase our monitoring and activity depending on the severity of the issue.

We accept no responsibility for lack of services or communication due to social media services being unavailable, whether this is due to our actions, due to any issues with the social media sites themselves, due to internet access in particular area or due to any other factors.

Posting and following

On LinkedIn and X, we share updates on the London Pensions Fund Authority (LPFA), our collaborations, our events and certain case studies of our investments. We may also repost news from other like-minded organisations. We take no responsibility for third party sites or their content.

LinkedIn and X are used as tools in our effort to communicate clearly and in an engaging manner with people who are interested in our work.

If you follow or like one of our social media accounts, we will not automatically follow back. If we do follow you, being followed by us should not be construed as an endorsement.

Responding to social media queries

Responding to direct questions

We are happy to receive LPFA-related questions, queries and comments directly via our social media accounts. For any queries relating to a member's pension, we will refer the person on to our pensions administrator, Local Pensions Partnership Administration ([LPPA](#)). They can also be contacted directly through their [website](#).

We try to answer your questions where possible but cannot manage every type of enquiry over social media since it is a more casual form of communication and may lack essential information needed to resolve the query.

We will provide anyone contacting us on our social channel with an email address to ensure more private communication takes place.

We encourage people to use other ways to contact us if a question or comment requires urgent attention. Please see the '[Contact us](#)' section of our website for more information.

Moderation guidelines

Keep our guidelines in mind when submitting comments and direct messages to our social media channels.

We moderate all messages and reserve the right to remove any comments or posts, which violate our moderation guidelines or are in breach of any law or regulation. We may also decide not to respond, or block users. This is not about censoring views. Moderation will not be used to suppress legitimate, reasoned discussion, criticism, or complaints.

Special circumstances where we may not be able to respond to a social media post include:

- Party political requests
- Instances of impersonation of a person or a misrepresentation of identity
- A request for commercial endorsement, product promotion, service or publication
- Offensive, intemperate, or provocative language
- A language other than English. Unfortunately, we do not yet have the resource to respond to posts in other languages
- A subject that is unrelated to our work or remit
- Relating to a subject that has been concluded or is in the process of being resolved
- Originating from an account that has previously directed enquiries that fall under any of these categories.

Inappropriate comments or content may include:

- Inciting hatred based on race, religion, gender, nationality or sexuality or other protected characteristics
- Malicious or offensive comments, comments that could constitute a personal attack on a person's character, including other people using our social media channels, and our staff
- Contains libellous comments against us or our staff
- Sharing personal details, such as private addresses, phone numbers, email addresses or other online contact details, whether or not they would breach privacy laws

- High volumes of messages that could constitute spamming
- Repetitive messages which aim to provoke a response or do not, in our view, constructively add to the conversation
- Comments that impersonate or falsely claim to represent a person or organisation.
- Swearing or obscenity
- Comments which break or may be breaking the law – this includes libel, condoning illegal activity, trade secrets, national security and infringing copyright
- Advertising commercial products and services
- Breach of any of the terms of any of the social media platforms themselves.

We also reserve the right to remove comments, at our discretion, deemed inappropriate at any time. If we remove a comment for any of the reasons listed in this policy, we will try to reply to the commenter explaining our reason. We will invite them to make appropriate changes so that the comment can be reconsidered. Repeated breaking of these guidelines could result in the commenter being blocked from viewing or commenting on our social media channels.

We also reserve the right to report breaches of these rules to the site owner.

Responding to reviews

We also understand the importance of review sites such as Google reviews and Glassdoor. While we understand the importance that review sites play in giving people an outlet through which to express their views, we also recognise that there are two sides to a story.

These sites are not directly managed by us, but they can impact positively and negatively on our reputation.

If a person has posted a negative review, we will:

- Respond in a timely manner
- Stay professional and courteous
- Recognise the person's experience
- Try to identify where the issue lies and apologise, if appropriate
- Offer our email contact details to try to resolve the issue.

We will report any negative reviews to the appropriate site owner where such reviews are misleading, inaccurate or libellous. These reviews may be removed by the site owner if they contravene their policies.

Responding to private messages

To resolve a query, we may request personal information or evidence to verify someone's identity to make further enquiries.

It is important to be aware that any information or evidence that is shared with us by direct message may be used by the social media provider in line with their privacy policy and terms and conditions.

Our staff on social media

Some of our staff post on social media under their own names or pseudonyms. Despite their professional affiliation with LPFA, their social media posts do not represent the official position of the LPFA or our Board and should be considered the product of each individual as a private citizen.

Please refer to our [Communications Policy](#).

Requests for information (on your own behalf or on behalf of someone else)

We welcome your questions, but would ask, in the first instance, you check the '[Contact us](#)' section on our website.

If you make a request for information via social media, please make clear that this is a request for information and by providing as much information as possible including a summary and your email contact details. This will help that your request is dealt with promptly, subject to the above statements on our response commitment.

In some circumstances, third parties such as family, friends or organisations may want to contact us on behalf of someone who needs help with one of our services.

We need explicit consent from the customer before talking to a third party (including family members). If the query relates to a member, please contact [LPPA](#) in the first instance.

Complaints and Feedback

If you are not happy with the service we provide or have feedback you would like to bring to our attention, please email us at communications@lpfa.org.uk