

# Social Media Policy

## Purpose:

Parent Carer Forum Devon (PCFD) recognise that the use of networking sites is a growing phenomenon and is increasingly used as a communication tool now by many more people. The use of social media provides many opportunities to improve the way we communicate, reach out and interact with people and other groups.

With the development of our own Facebook page and Twitter account, it has highlighted that whilst these technologies provide exciting opportunities, they are accompanied by dangers and negative consequences, if abused by users.

This policy will provide guidelines for acceptable use, not only for our own Website, Facebook page and Twitter account, but all on-line social networking communications as they relate to PCFD.

## Policy:

This policy is intended to help the PCFD steering group, representatives and employees (i.e. anyone who is a representative, has a role or is employed by PCFD) make appropriate decisions about the use of email, conventional mail; social media including (but is not limited to): blogs, wikis, social networking websites, podcasts, forums, message boards or comments on web-articles, such as Twitter, Facebook, LinkedIn, Google+, Flickr, YouTube, etc. This includes the PCFD website and any other relevant social media.

This policy outlines the standards the steering group, representatives and employees must observe when using PCFD social media.

PCFD accept that the use of email and all social media is a valuable communication tool. Use of PCFD signatory's, logo, email, conventional mail and all social media formats by the steering group, non-regional representatives or employees of PCFD are permitted and encouraged where such use supports the goals and objectives of PCFD. However, use of the PCFD signatory, logo must not be used when undertaking personal activity. Misuse of this facility can have a negative impact upon the steering group, representatives and employee's productivity, morale and the reputation of PCFD and the NNPCF. They should only be used in connection with PCFD regional and national business to do with and including meetings, events or keynote speaking.

Whenever such representatives and employees use PCFD social media, even for personal messages, they do so as PCFD representatives. They must ensure that they:

- comply with current legislation
- do not create unnecessary risk to PCFD by their misuse of the internet
- do not represent personal views as the views of PCFD

## Moderator:

All social media, where possible, will be administered by an anonymous Moderator account.

The role of the moderator will be to ensure the above rules and guidelines are followed by forum members, and the posted rules and guidelines are followed by the wider parent carer community. To remove spam and abusive/offensive posts/ users who persistently refuse to follow said rules and guidelines. To promote interaction, build a community feel, and provide help and support to users. Finally, to ensure the forum's brand/image is upheld and not damaged through the social media platform

There will always be at least two PCFD steering group members, who have access to the moderator admin, account. Only a member of the forum's steering group may hold this role.

At the handing over of the responsibilities by those holding the moderator post, a new password must be implemented to make sure that only those who have that role, have access.

The PCFD delegated moderator/s reserve the right to remove, edit, or otherwise alter content deemed inappropriate for any reason, without notification (also see Social media acceptable use guide).

## UNACCEPTABLE BEHAVIOUR:

The following behaviour by a PCFD steering group member, representative or employee is considered unacceptable:

- use of PCFD communications systems to set up personal businesses or send chain letters
- forwarding of PCFD confidential messages to external locations
- distributing, disseminating or storing images, text or materials that might be considered indecent, pornographic, obscene or illegal use of email, conventional Mail and all social media formats in an acceptable way
- distributing, disseminating or storing images, text or materials that might be considered discriminatory, offensive, abusive, bully or intimidate in that the context is a personal attack, sexist, racist or might be considered as harassment
- accessing copyright information in a way that violates the copyright
- breaking into the PCFD system or unauthorized use of a password/mailbox
- broadcasting unsolicited personal views on social, political, religious or other non- business-related matters
- transmitting unsolicited commercial or advertising material
- undertaking deliberate activities that waste representative's effort or networked resources
- Introducing any form of computer virus or malware into the corporate network

## Agreement:

All PCFD steering group, non-regional representatives and employees who use PCFD logo on emails, use on-line services, or communicate on behalf of PCFD do so on the understanding they agree to abide by this policy at all times.

## Review

The Social Media Policy will be reviewed annually by the Steering Group

### Agreed:

11<sup>th</sup> November 2020

### Agreed by:

Julia Bonell

Victoria Mitchell

Linda Taylor Cantrill

Claire Thorne

Gemma Cook

Hannah Fujita

Jane Ring

Julia Sanchez

Nina Weyman

Ursula Easton-Pool

### Next review:

May 2022