



Suffolk Parent Carer Forum Social Media Policy

SPCF recognises that the use of social 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 social media platforms Facebook and the website it has been 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, but all online social networking communications as they relate to Suffolk Parent Carer Forum.

Policy

This policy is intended to help the SPCF team and anyone who is a representative of SPCF, to make appropriate decisions about the use of email, conventional mail and social media.

This policy outlines the standards the committee and anyone representing SPCF must observe when using the forums social media.

The SPCF accept that the use of email and all social media is a valuable communication tool. Use of SPCF's logo, email, conventional mail and social media format by the SPCF team or any representative of SPCF are permitted and encouraged where such use supports the goals and objectives of SPCF. They should only be used in connection with SPCF business to do with fostering the development of parent participation.

Misuse of this facility can have a negative impact upon the committee and productivity morale and reputation of SPCF.

Whenever, the SPCF team, and anyone who is representative of SPCF, use SPCF social media even for personal messages; they do so as SPCF representative. They must ensure that they:

- Comply with current legislation.
- Do not create unnecessary risks to SPCF by their misuse.
- Do not represent personal views as the views of SPCF.

Unacceptable Behaviour

The following behaviour of a SPCF team member, or anyone who is a representative of SPCF, is considered unacceptable:

- The liking or sharing of other Facebook posts on the SPCF's own Facebook page which means that all comments associated with that post may then be shown on SPCF website some of which may not reflect the views of the forum.

- The use of SPCF's communication systems to setup personal businesses or send chain letters.
- Forwarding of SPCF's confidential messages to external locations.
- Distributing, disseminating or storing images text or materials that might be considered indecent pornographic of scene or in legal 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, bullying or intimidating in that the personal context is a personal attack, sexist, racist or might be considered as harassment.
- Accessing copyright information in a way that violates copyright.
- Breaking into the SPCF system or unauthorised use of a password mailbox.
- Broadcasting unsolicited personal views on social, political, religious or other non-business related matters.
- Transmitting unsolicited commercial or advertising materials.
- Undertaking deliberate activities that waste time.
- Intentionally introducing any form of computer virus or malware into the corporate network.

Monitoring and reviewing strategy

That social media policy has been agreed by The SPCF team.

The policy can be amended as required.

The policy will be reviewed annually to ensure that it still meets the needs of SPCF.

Agreement

I have received a copy of the Social Media Policy and I have read, understood and agree to follow its content.

Signed:

Date:

Print: