



Solihull Parent Carer Voice

Social Media policy.



PURPOSE:

Solihull Parent Carer Voice (SPCV) 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 SPCV.

POLICY:

This policy is intended to help the SPCV steering group, representatives and employees (i.e. anyone who is a representative, has a role or is employed by SPCV) 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 SPCV website and any other relevant social media.

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

SPCV accept that the use of email and all social media is a valuable communication tool. Use of SPCV signatory's, logo, email, conventional mail and all social media formats by the steering group, non-regional representatives or employees of SPCFV are permitted and encouraged where such use supports the goals and objectives of SPCV. However, use of the SPCV 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 SPCV and the NNPCF. They should only be used in connection with SPCFV regional and national business to do with and including meetings, events or keynote speaking.

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

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

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 SPCV 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 SPCV 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 SPCV steering group member, representative or employee is considered unacceptable:

- use of SPCV communications systems to set up personal businesses or send chain letters
- forwarding of SPCV 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 SPCV 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 SPCF steering group, non-regional representatives and employees who use SPCV logo on emails, use on-line services, or communicate on behalf of SPCV do so on the understanding they agree to abide by this policy at all times.

Date this policy adopted by the Steering Group:

Date for revision: September 2021