



Social Media Policy (Draft)

Introduction

SPCN recognises the numerous benefits and opportunities which a social media presence offers. The use of all social media is a valuable communication tool and is permitted and encouraged where such use supports the goals and objectives of SPCN. The purpose of this policy is to explain how we use social media, our posting guidelines and moderation policy for user-generated content and the standard the SPCN Management Board, parent carer representatives and employees must observe when using SPCN social media.

For the purposes of this policy, social media is defined as any online interactive communication tool, including (but not limited to) blogs, wikis, discussion forums and message boards, comments on web-articles, Google+, Facebook, Twitter, YouTube, Instagram, Pinterest, Flickr and LinkedIn.

How we use social media

We use social media channels such as Facebook, Twitter and third-party discussion forums to engage with parent carers and the general public. These channels are also available to give parent carers the opportunity to share experiences, ask questions and provide mutual support.

We do not pre-moderate user-generated content before it goes "live". However, all the channels are monitored regularly. We will delete any comments or messages that do not meet our posting guidelines. We are not liable for user-generated content. We make no commitment to respond to every individual comment, message, post or tweet.

Messages posted by SPCF staff and volunteers are for general informational purposes only and are not meant as a substitute for professional advice.

The use of the SPCN logo or signatory (e.g. @suffolkpcn) must not be used when undertaking person activity. Misuse of this facility can have a negative impact on the reputation of SPCN and on management board, parent carer representatives and employee morale.



Whenever SPCN Management Board members, parent carers representatives and employees use SPCN social media, even for personal messages, they do so as SPCN representatives. They must ensure that they:

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

Posting guidelines

Whilst we want our Facebook page and Twitter account to be an open and honest space, we also want posts to be courteous and to not cause offence. Therefore we reserve the right to delete any of the following posts:

- Comments which contain personal information like telephone numbers, address details, email addresses etc.
- Violent, pornographic, obscene, sexually explicit, hateful, or discriminatory posts, links or images
- Comments that threaten or defame any named person, professional or organisation
- Posts which advertise commercial activity or make requests for donations or money
- Comments that suggest or encourage illegal activity
- False or derogatory statements about any person or organisation
- Comments which are off topic or unrelated
- Repetitive posts copied and pasted or duplicated by single or multiple users
- Comments which amount to bullying or harassment
- Comments which impersonate or falsely claim to represent a person or organisation
- Comments which are party political
- Material in breach of copyright or other intellectual property rights
- Links or material relating to chain letters, junk mail, online gambling or extremist groups
- Any other content which is likely to create any liability, criminal or civil, for the individual or the organisation

UNACCEPTABLE BEHAVIOUR

The following behaviour by a SPCN Management Board member, parent carer representative or employee is considered unacceptable:



- use of NNPCF communications systems to set up personal businesses or send chain letters
- forwarding of NNPCF 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 SPCN system or unauthorised use of a password/mailbox

Please remember:

- You are responsible for what you write.
- Don't make assumptions about other people's experiences; everyone has different coping mechanisms and tolerance levels.
- Speak your mind, but please be sensitive to the feelings and opinions of others.
- Do not share confidential or personal information about yourself or other people.
- Do not post photos of other people, especially children, even if taken at SPCF events without written permission.
- If you want to talk off topic with someone, please message them privately.

Moderation policy

SPCF staff and volunteers administer our social media channels and act as moderators.

We do not pre-moderate user-generated content before it goes live. However, all channels are monitored regularly.

We will delete any comments or messages that do not meet our posting guidelines above. We will ban members who we find do not follow the posting guidelines.

Where possible and in response to any request, we will explain why we banned a contributor or deleted a post. We will explain why a contribution did not fit with the guidelines and suggest how the content could be re-phrased so that it can be published.



Safeguarding

Where there appears to be a clear need to safeguard the welfare of a poster and/or his/her family, we will contact the relevant authorities.

This policy should also be read in conjunction with the following SPCN policies:

- Code of Conduct
- Data protection
- Safeguarding