



Solihull PCF Social Media Policy

PURPOSE:

Solihull Parent Carer Forum (SPCF) recognises that the use of social media provides many opportunities to improve the way we communicate, reach out and interact with people and other groups.

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 of social networking communications as they relate to SPCF.

POLICY:

This policy is intended to help the SPCF Management Committee, non-regional representatives and employees (i.e. anyone who is a representative, has a role or is employed by SPCF) make appropriate decisions about the use of email, conventional mail; social media including (but 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 SPCF website and any other relevant social media.

This policy outlines the standards the Management Committee, non-regional representatives and employees must observe when using SPCF social media.

Whenever SPCF representatives and employees use SPCF social media in connection with SPCF 'business', they do so as SPCF representatives and therefore must ensure that they:

- comply with current legislation
- do not create unnecessary risk to SPCF by their misuse of the internet

- do not represent personal views as the views of SPCF

Even if an SPCF representative is posting under their personal identity on any social media platform whilst on SPCF 'business' they do so under the terms of this policy. They should make clear in any post that they are posting as an SPCF representative.

There will always be at least two named administrators for each social media platform both of whom have equal rights to post, edit, moderate and block users or other content. A list of current admins for each platform will be available as an appendix to this document. SPCF reserves the right to remove, edit, or otherwise alter content deemed inappropriate for any reason, without notification.

UNACCEPTABLE BEHAVIOUR

The following behaviour by an SPCF management committee representative, non-regional representative or employee is considered unacceptable:

- use of SPCF communications systems to set up personal businesses or send chain letters
- forwarding of SPCF confidential messages to external locations
- distributing, disseminating or storing images, text or materials that might be considered indecent, pornographic, obscene or illegal
- distributing, disseminating or storing images, text or materials that might be considered discriminatory, offensive, abusive, sexist, racist or might be considered as harassment, bullying or a personal attack.
- Accessing or distributing information in a way that violates its copyright
- breaking into SPCF systems or platforms or unauthorized use of a password/mailbox
- broadcasting unsolicited personal views on social, political, religious or other non-business related matters on SPCF platforms or whilst being seen to represent SPCF online.
- transmitting unsolicited communications
- Purposely introducing any form of computer virus or malware into the corporate network or website

MANAGING CONFLICT

Social media is a place where comments and conversations can easily be misinterpreted rightly or wrongly. In addition SPCF are often talking about highly emotive subjects with individuals who can be highly stressed. It may not be unusual

for negative comments to be made about SPCF or in the context of the work carried out by it.

In this situation the person involved in the conversation should gain the help of one of the other admins. It is important to remain calm and not react either immediately out of personal anger or upset. If needed the admins will agree an appropriate response or involve additional management committee members depending on the severity or impact on the situation. If possible any inflammatory situations should be dealt with quickly before discussions become protracted. Representatives should always be quick to apologise if they have made a mistake or make clear that they never intended to hurt anyone's feelings if that is the case. It may be necessary and appropriate to invite the individual/s concerned to have a private discussion about the matter rather than continuing a back and forth discussion on the platform concerned.

It may be necessary to refer to the SPCF Complaints Policy in dealing with a difficult situation.

AGREEMENT

All SPCF Management Committee, non-regional representatives and employees who communicate on behalf of SPCF do so on the understanding they agree to abide by this policy at all times.

Date this policy adopted by the Steering Group: 01-02-18

Date for revision..... 01-02-19

(All Management Committee Representatives to sign)

NAME	SIGNATURE	DATE

