



National Network of Parent Carer Forums
'Our Strength Is Our Shared Experience'

Social Media Policy

PURPOSE:

- National Network of Parent Carer forums (NNPCF) 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 NNPCF

POLICY:

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

This policy outlines the standards the steering group, non-regional representatives and employees must observe when using NNPCF social media.

NNPCF accept that the use of email and all social media is a valuable communication tool. Use of NNPCF signatory's, logo, email, conventional mail and all social media formats by the steering group, non-regional representatives or employees of NNPCF are permitted and encouraged where such use supports the goals and objectives of NNPCF. However use of the NNPCF signatory, logo must not be used when

undertaking local forum or personal activity. Misuse of this facility can have a negative impact upon the steering group, non-regional representatives and employee's productivity, morale and the reputation of NNPCF. They should only be used in connection with NNPCF regional and national business to do with and including meetings, events or keynote speaking.

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

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

There will always be at least two named administrators, and a trainee administrator who may be able to substitute if one of the named administrators is unavailable. Currently these are Sherann Hillman and Sarah Thomas

MINIMUM POSTING GUIDELINES

Social Media Type	Recommended minimum Frequency	Recommended Optimal Frequency
Facebook page	2 x per week	Daily
Twitter account	10 x per week	4 x per day
LinkedIn Group	1 x per week	2 x per week
Blog	2 x per month	2 x per month

- NNPCF reserves the right to remove, edit, or otherwise alter content deemed inappropriate for any reason, without notification.

UNACCEPTABLE BEHAVIOUR

The following behaviour by a NNPCF steering group representative, non-regional 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 NNPCF 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 representatives effort or networked resources

Introducing any form of computer virus or malware into the corporate network

AGREEMENT

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

Date this policy adopted by the Steering Group: 17.07.13
 Date for revision.....

(All Steering Group Representatives to sign)

NAME	SIGNATURE	DATE