

## **Social Media Policy**

### **Summary**

North Somerset Parent Carers Working Together CIC (NSPCWT) recognise that social media provides many more and new opportunities to communicate with Parent Carers and other groups.

This Policy will provide the standards for acceptable use of NSPCWT's Facebook, Twitter, Instagram and Messenger accounts, as well as for its Website and email communications by all NSPCWT representatives and Directors.

At present NSPCWT does not use LinkedIn, Google+, Flickr, YouTube, blogs, wikis, podcasts or other message boards, forums or other social media other than those listed above.

### **Branding**

Use of NSPCWT's signature and logo by representatives and Directors are permitted and encouraged where this supports the aims and objectives of NSPCWT in any communication format.

NSPCWT's signature and logo must not be used when undertaking personal activity. Misuse of this could have a detrimental impact on the reputation of NSPCWT.

When NSPCWT Directors or representatives use NSPCWT social media accounts, they must ensure that:

- They comply with current legislation
- Do not create unnecessary risk to NSPCWT by their misuse of the internet
- Do not represent personal views as the views of NSPCWT
- Uphold the values of NSPCWT Code of Conduct.

### **Moderation**

All NSPCWT social media activity will be moderated. The role of the Administrator will be to ensure this Policy is adhered to by all Directors, representatives and the wider Parent Carer community.

The Administrator will

- Remove spam and abusive/offensive posts.
- Block users who persistently breach this Policy
- Remove or edit content deemed inappropriate without notification, in line with the Code of Conduct.
- Promote interaction
- Welcome new members
- Build an online community
- Provide help and support to users
- Ensure NSPCWT's branding and image is upheld in line with this Policy.

- Ensure that posts including photographs or video have valid consent, in line with the Data Protection Policy.

Only Directors may be Administrators. It is best practice to have at least two Administrators. Should an Administrator leave NSPCWT, a new password must be implemented to the social media platforms to which they had access, in line with the Data Protection Policy.

### **Breaches of Policy**

The following behaviour by a NSPCWT Director or representative will be deemed as unacceptable and a breach of this Policy:

- Use of NSPCWT communication systems to set up personal business or forwarding chain letters.
- Forwarding NSPCWT confidential messages to external locations.
- Distributing, disseminating or storing images, text or materials that might be considered indecent, pornographic or inappropriate via any communication method.
- Distributing, disseminating or storing images, text or materials that might be considered discriminatory, offensive, abusive, intimidating, bullying or harassment.
- Accessing copyright information in a way that violates the copyright.
- Breaking into the NSPCWT system or unauthorised use of a password.
- Broadcasting unsolicited personal views on social, political, religious or other non-business related matter.
- Transmitting unsolicited commercial or advertising material.
- Undertaking deliberate activities that waste representatives effort or resources.
- Deliberate introduction of any form of computer virus or malware into any NSPCWT system.

### **Policy Review**

This Policy will be reviewed bi-annually or when NSPCWT introduce a new system or social media platform.

Signed

Kenton Mee

CEO NSPCWT

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