



## East Yorkshire Parent Carer Forum (EYPCF) Social Media Policy

### **PURPOSE:**

The East Yorkshire Parent Carer forum (EYPCF) recognises 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, 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 and Facebook page but all on-line social networking communications as they relate to EYPCF.

### **POLICY:**

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

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

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

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

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

### **UNACCEPTABLE BEHAVIOUR**

The following behaviour by a EYPCF steering group representative, representative or employee is considered unacceptable:

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

Date this policy adopted by the Steering Group: