



Birmingham Parent Carer Forum

Social Media Policy

PURPOSE:

Birmingham Parent Carer Forum (BPCF) recognise that the use of networking sites is an increasingly popular communication tool now used by many more people. The use of social media provides many opportunities to improve the way we communicate, reach out and engage with people and other community groups.

As we have been developing our Facebook page, our website, X and Instagram accounts, it has been highlighted that, whilst these technologies provide amazing new avenues with which to reach parent carers, carers and professionals, they are also 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, X and Instagram accounts, but all online social networking communications as they relate to BPCF.

POLICY:

This policy is intended to help the BPCF committee members, representatives and employees (i.e., anyone who is a representative, has a role or is employed by BPCF) 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 X, Facebook, LinkedIn, Google+, Flickr, YouTube, etc. This includes the BPCF website and any other relevant social media.

This policy outlines the standards the committee members, representatives and employees must observe when using BPCF social media. BPCF accept that the use of email and all social media is a valuable communication tool. Use of BPCF signatory's, logo, email, conventional mail and all social media formats by the committee, representatives or employees of BPCF are permitted and encouraged where such use supports the goals and objectives of BPCF. However, use of the BPCF signatory, logo must not be used when undertaking personal activity. Misuse of this facility can have a negative impact upon the committee, representatives and employee's morale and the reputation of BPCF and the NNPCF. They should only be used in connection with BPCF regional and national business to do with and including meetings, events or keynote speaking.

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

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

MODERATOR:

All social media, where possible, will be administered by an anonymous BPCF account.

The role of the moderator will be to ensure the above rules and guidelines are followed by all forum members, and the posted rules and guidelines are followed by the wider parent carer community.

To remove spam and abusive/offensive posts/ users who persistently refuse to follow said rules and guidelines.

To promote interaction, build a community feel, and provide help and support to users. Finally, to ensure the forums brand/image is upheld and not damaged through the social media platform.

There will always be at least two BPCF committee members, who have access to the moderator admin, account. Only committee members will have this responsibility.

At the handing over of the responsibilities by those holding the moderator post, a new password must be implemented to make sure that only those who have that role, have access.

The BPCF delegated moderators reserve the right to remove, edit, or otherwise alter content deemed inappropriate for any reason, without notification (also see social media acceptable use guide).

UNACCEPTABLE BEHAVIOUR:

The following behaviour by a BPCF committee member, representative or employee is considered unacceptable:

- use of BPCF communications systems to set up personal businesses or send chain letters
- forwarding of BPCF confidential messages to external locations
- distributing 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 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 BPCF 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 representative's effort or networked resources
- Introducing any form of computer virus or malware into the corporate network

AGREEMENT:

All BPCF committee members, representatives and employees who use BPCF logo on emails, use on-line services, or communicate on behalf of BPCF do so on the understanding they agree to abide by this policy at all times.