



Social Media Policy

PURPOSE:

Bedford Borough Parent Carer Forum(BBPCF) 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, Instagram and Twitter accounts, 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 BBPCF

POLICY:

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

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

We accept that the use of email and all social media is a valuable communication tool. Use of BBPCF signatory's, logo, email, conventional mail and all social media formats by the steering group, non-regional representatives or employees of BBPCF are permitted and encouraged where such use supports the goals and objectives of parent forum. However, use of the BBPCF signatory, logo must not be used when National Network of Parent Carer Forums 'Our Strength Is Our Shared Experience' 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 BBPCF. They should only be used in connection with BBPCF regional and national business to do with and including meetings, events or keynote speaking.



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

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

Our named administrator is our Engagement and Communications Officer. We are able to substitute this position with our Chairperson should our Engagement and Communication Officer not be available.

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

MINIMUM POSTING GUIDELINES

Social Media Type	Recommended Minimum Frequency
Facebook page	Daily
Twitter Account	4 x per day
Instagram	Daily

UNACCEPTABLE BEHAVIOUR

The following behaviour by a BBPCF steering group representative, non- regional representative or employee is considered unacceptable:

- use of BBPCF communications systems to set up personal businesses or send chain letters
- forwarding of BBPCF 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 BBPCF 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

Formally adopted via email by the BBPCF steering committee July 2023



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

AGREEMENT

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