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Salford Parent Carer Forum

Social Media Policy

Introduction:

Salford Parent Carer Forum (SPCF) embraces the benefits and opportunities social media brings to keeping our members updated. This policy provides guidelines to explain how we use social media as well as moderate user-generated content on our platforms.

We define any digital interactive content as social media. This includes, but is not limited to: Facebook, Twitter, Instagram, YouTube, Flickr, LinkedIn, Google+, online articles, forums, chat boards and the SPCF website.

The goal of a social media policy is to set expectations for appropriate behaviour and ensure that any online content will not expose SPCF to potential legal problems or public embarrassment. Ultimately, we ask you to:

- Be real: never say anything you wouldn't be happy to say in person
- Be cautious: once you put something on the internet it can be difficult to take it back
- Use your best judgement: think about if what you post has the potential to cause more harm than good, think about your reasons for posting.

How SPCF will use social media

SPCF will utilise social media channels with open access to engage with our parent carers as well as other interested parties. These opportunities will keep parent carers updated with local news and events related to Special Educational Needs and Disabilities (SEND), surveys and events and news related to co-production and updates on our support groups.

Posts made by SPCF steering group are for information purposes and not a substitute for professional advice.

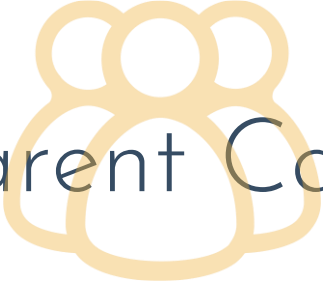
We will not pre-moderate content posted by others in the comments sections however, our channels will be regularly monitored, and we will delete comments which do not meet our posting guidelines. We will block users that repeatedly fail to follow our posting guidelines.

We will not commit to responding to all individual comments, posts or Tweets but will engage with users as regularly as possible. The SPCF steering group actions are governed by the Code of Conduct. No Social Media channels connected to SPCF can be used for campaign activity.

Posting guidelines on SPCF Content

SPCF wants our social media to be a safe space which is inclusive of all. We reserve the right to remove any posts containing the following:

- People's personal information
- Personal information directly identifying vulnerable people, including children

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- Comments which include swear words
- Posts or images which include violence, obscene, sexually explicit, pornographic, hate content or discrimination
- Comments which encourage unlawful activity
- Comments advertising commercial activity or request money or donations - unless specifically agreed with us
- Comments including items for sale or free to collect
- Comments which amount to bullying or harassment
- Comments which make false or derogatory statements about any person or organisation
- Offensive comments regarding equalities, including racial, ethnic, sexual, gender, religious beliefs or disabilities
- Comments which are libellous, defame, breach copyright or GDPR laws
- Comments which are party political
- Comments which are unrelated or off topic, including repetitive posting
- Comments falsely representing a person or organisation
- Comments or links to chain letters, junkmail or extremism

Safeguarding

We will follow our safeguarding policy if there appears to be a clear need to safeguard the welfare of a poster, and/or their family or other vulnerable person. This policy should be read in conjunction with our Safeguarding Policy and Data Protection Policy.

Standards for SPCF Steering Group, Employees and Representatives

SPCF Steering group, employees and representatives when working or representing SPCF, must ensure their communication follows the Code of Conduct.

SPCF's logo, branding, name and email accounts must not be used when undertaking personal activity. Misusing this facility can have a negative impact on the forum's reputation, steering group, productivity and relationships with the people we work with.

SPCF logos and branding should only be used in connection with forum work.

When SPCF logos and branding are used by others (including but not limited to Local Authorities, other Parent Carer Forums or organisations) the Steering Group should be consulted to ensure that the forum is being represented in an appropriate way.

Emails and Communications

Members of the steering group, employees and representatives must understand that they are representing Salford Parent Carer Forum when using message functions on SPCF social media as well as their SPCF email accounts. At all times the Code of Conduct Policy must be followed.

The following behaviour by a SPCF member would be considered unacceptable:

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- Use of SPCF communication systems to set up personal businesses or send chain letters
- Forwarding of SPCF confidential messages to external locations
- Distributing content or storing content which may be considered indecent, obscene or illegal
- Sharing sensitive, private or confidential information
- Distributing content that might be discriminatory, offensive, harassment
- Breaking into the SPCF system or unauthorised use of a password and email account
- Introducing a computer virus or malware into the network
- Giving out personal information of anyone that has contacted the forum in any capacity (e.g., emails, facebook messages etc)

All SPCF steering group and representatives are encouraged to speak about SPCF and share news and information, but only The Steering Group may speak on behalf of SPCF as an organisation and issue official responses via The Forum Chair or other people as nominated by the Steering Group.

Use of personal social media channels

Members of the SPCF steering group or representatives will not use personal social media accounts to:

- post negative comments about SPCF: instead, we will follow the process laid out in the Code of Conduct regarding complaints
- Share confidential information: we may share factual non-confidential with campaign groups where this aligns with forum membership priorities
- live tweet or share information during on-going co-production work with strategic partners

Campaigning Activity

Any member of the SPCF Steering group or representatives *who is also involved in campaigning* will declare this under the Code of Conduct and will:

- not use personal social media to promote SPCF
- ensure that nothing on our personal social media channels links us back to SPCF
- use our personal social media channel to raise issues concerning our own families
- use our personal social media channel to complain about SEND issues in general in Salford but we will never name specific officers