

Rutland Parent Carer Voice (RPCV) Social Media Policy

Purpose

- Rutland Parent Carer Voice (RPCV) recognizes the growing use of social media as a key communication tool. These platforms offer opportunities to enhance communication, outreach, and engagement with the community and other groups.
- The development of RPCV's social media accounts, such as Facebook and Twitter, also brings potential risks if misused. Therefore, this policy sets out guidelines for acceptable use of all social media related to RPCV's work.

Policy

This policy applies to RPCV steering group members, sub-hub members, employees, non-regional representatives, and anyone involved with RPCV. It provides guidance on appropriate use of:

- Email, conventional mail, and social media, including but not limited to blogs, wikis, social networking websites (e.g., Twitter, Facebook, LinkedIn, YouTube), podcasts, forums, message boards, and web comments.

The use of the RPCV signatory, logo, and email addresses must be limited to official RPCV business, including meetings, events, or keynote speaking engagements. Personal use of the RPCV logo is not permitted. Misuse of social media can negatively impact RPCV's reputation, morale, and productivity.

When using RPCV social media, representatives and employees must:

- Comply with current legislation.
- Avoid unnecessary risk to RPCV by misusing the internet.
- Ensure that personal views are not presented as those of RPCV.

A named administrator will manage RPCV social media accounts, currently Karen Mackness.

Unacceptable Behaviour

The following are considered unacceptable when using RPCV's communication systems, email, or social media:

- Setting up personal businesses or sending chain letters.
- Forwarding confidential RPCV messages externally.
- Distributing indecent, pornographic, obscene, or illegal material.
- Sending offensive, discriminatory, abusive, or intimidating messages, including those that are sexist, racist, or considered harassment.
- Violating copyright laws.
- Unauthorized access to RPCV systems or use of passwords/mailboxes.
- Broadcasting unsolicited views on non-business matters, such as political or religious opinions.
- Transmitting unsolicited commercial or advertising content.
- Engaging in activities that waste representatives' time or resources.

Social Media Posting Guidelines

To ensure respectful and courteous discussions on RPCV's social media platforms, posts that violate the following guidelines will be removed:

1. Posts containing personal information (e.g., phone numbers, addresses).
2. Violent, obscene, sexually explicit, hateful, or discriminatory content.
3. Defamatory comments about individuals, professionals, or organizations.
4. Commercial advertisements or requests for donations.
5. Encouragement of illegal activities.
6. False or derogatory statements.
7. Off-topic or unrelated comments.
8. Repetitive, copied, or duplicated posts.
9. Bullying or harassment.
10. Impersonation of others.
11. Politically motivated comments.
12. Material infringing copyright or intellectual property rights.
13. Links to chain letters, junk mail, gambling, or extremist groups.
14. Any content that could result in criminal or civil liability.

General Posting Etiquette

When posting on RPCV social media, please remember:

- You are responsible for what you post.
- Be mindful of others' experiences and be respectful of different opinions.
- Do not share confidential or personal information.
- Avoid posting photos of others, especially children, without prior permission.
- If discussions become off-topic, continue the conversation in private messages.

This policy is designed to foster a positive, respectful, and productive online environment that aligns with RPCV's values and mission.