



SNAP PARENT CARER FORUM

CENTRAL BEDFORDSHIRE

SNAP Parent Carer Forum CIC

We Support → Listen → Influence → Improve

Social Media & Communications Policy

Policy Owner: Chief Executive Officer

Approved by: Company Director(s)

Effective Date: August 2026

Review Date: August 2029, or sooner if required.

1. Purpose

SNAP PCF uses social media and other digital communication channels to share information, promote opportunities, raise awareness of SEND issues and engage with parent carers and the wider community. This policy explains how SNAP PCF manages its digital platforms and the standards expected where people interact with them.

SNAP PCF aims to communicate in a way that is respectful, inclusive, accurate and consistent with its role as a parent carer forum. Its social media channels are organisational communication channels, rather than unrestricted public discussion forums.

2. Scope

This policy applies to:

- SNAP PCF's official social media accounts and other digital communication channels.
- Employees, Parent Representatives, Steering Group members and volunteers when using SNAP PCF accounts or representing SNAP PCF online.
- People and organisations interacting with SNAP PCF's public digital platforms.

3. Purpose of SNAP PCF Social Media Platforms

SNAP PCF uses social media primarily to:

- share accurate and timely information.
- promote services, events, training, and opportunities.
- provide signposting to trusted information and support.
- raise awareness of SEND issues.
- encourage participation through surveys, consultations, events, and other engagement opportunities.
- share information that supports SNAP PCF's role in representing parent carers.

SNAP PCF values the experiences, opinions and feedback of parent carers and recognises that families choose to share their views in many different ways, including through independent social media groups and community forums.

Our own communication channels have a different purpose. They are primarily designed to provide information, encourage participation, and gather evidence in ways that help ensure all parent carers can contribute, including those who may be less active on social media.

SNAP PCF uses a range of structured engagement methods because these can provide a broader and more representative picture of parent carer experiences than social media discussions alone.

4. Managing Comments and Interaction

SNAP PCF determines how interaction takes place across its digital platforms, having regard to the purpose of the platform, respectful communication, safeguarding, confidentiality, and the need to provide fair opportunities for parent carers to engage.

Depending on the circumstances, SNAP PCF may:

- enable comments where appropriate,
- moderate comments before or after publication,
- limit discussions to specific topics,
- remove or hide comments that breach this policy or the Community Standards,
- restrict participation where necessary,
- limit or disable comments on individual posts or platforms where this best supports the purpose of the communication, protects safeguarding or confidentiality, or directs families towards structured engagement activities.

The decision to limit or disable comments is not intended to restrict feedback or discourage constructive challenge. It reflects SNAP PCF's responsibility to manage its

own communication channels and gather evidence in ways that are inclusive and representative.

5. Community Standards

Where comments are enabled, SNAP PCF is committed to maintaining a respectful, welcoming, and supportive online environment. We ask everyone using our platforms to:

- treat others with dignity, respect, and courtesy,
- recognise that families may have different experiences and perspectives,
- avoid abusive, offensive, discriminatory, or threatening language,
- avoid sharing confidential or identifying information about children, families, or professionals,
- help ensure that information shared is accurate and respectful,
- contribute in a way that supports constructive discussion.

Where comments do not meet these standards, SNAP PCF may remove or hide content, restrict participation or, where necessary, block users who repeatedly breach these expectations.

These decisions are made to protect the wellbeing of the online community and to ensure SNAP PCF's communication channels remain safe, welcoming, and focused on supporting families.

6. Organisational, Commercial and Third-Party Commentary

SNAP PCF's social media platforms are organisational communication channels. They are not intended to provide an open forum for other organisations, campaign groups, service providers, or individuals to promote their own services, campaigns, organisational positions, or disputes.

Where comments are enabled, SNAP PCF may moderate, hide, or remove comments from organisations or individuals where they:

- promote or advertise another organisation, service, or campaign,
- seek to use SNAP PCF's platform primarily to promote an external organisation or cause,
- present an external organisation's position as though it were SNAP PCF's position,
- seek to draw SNAP PCF into a public dispute or debate that is not appropriate for the platform,
- contain information that SNAP PCF considers misleading or potentially confusing about its role or position,
- breach the Community Standards,

- otherwise prevent the platform from fulfilling its purpose as a SNAP PCF communication and engagement channel.

This does not prevent individuals or organisations from expressing lawful views, raising concerns, or providing constructive challenge. Where appropriate, SNAP PCF may direct discussions to a more suitable engagement route so that matters can be considered properly and fairly.

SNAP PCF will apply these arrangements consistently and will not remove a comment simply because it is critical of SNAP PCF or because SNAP PCF disagrees with the view expressed.

7. Accuracy, Confidentiality and Privacy

Information shared through SNAP PCF channels should be accurate and, where appropriate, based on reliable sources.

Personal, confidential, or sensitive information about children, young people, families, staff, Parent Representatives, volunteers, or professionals must not be shared without appropriate authority.

Staff and representatives should take particular care not to disclose information obtained through their SNAP PCF role.

Where information is uncertain, staff should seek clarification before publishing it.

Concerns about data protection should be referred in accordance with SNAP PCF's GDPR & Data Protection Policy.

8. Staff, Parent Representatives and Volunteers

When using personal social media, staff, Parent Representatives, Steering Group members and volunteers remain entitled to express their own lawful personal views. They should make clear where appropriate that personal views are their own and not SNAP PCF's organisational position.

Do not disclose confidential or sensitive information obtained through a SNAP PCF role.

Do not present personal opinions as an agreed SNAP PCF position.

Where representing SNAP PCF, communicate respectfully and professionally.

Do not use SNAP PCF accounts for personal disputes or unauthorised campaigning.

Refer requests for an official SNAP PCF response to the CEO or appropriately authorised person.

Further expectations are set out in the Code of Conduct and Conflict of Interest Policy.

9. Public Commentary and Campaigning

SNAP PCF supports lawful participation in public debate and recognises that individuals may hold and express personal views, including views about SEND services and public policy.

SNAP PCF's social media channels may share information about external campaigns where this is consistent with agreed SNAP PCF priorities, appropriate to the purpose of the communication and does not compromise SNAP PCF's role or independence.

Where an individual is representing SNAP PCF, they should distinguish clearly between personal views and SNAP PCF's agreed organisational position.

Where campaigning or public commentary creates an actual, potential, or perceived conflict with an individual's SNAP PCF responsibilities, the matter should be declared and managed in accordance with the Conflict-of-Interest Policy.

10. Complaints, Concerns and Disagreements

Social media is not normally the appropriate route for resolving individual complaints, disputes, or concerns about SNAP PCF.

People are encouraged to use SNAP PCF's Feedback, Compliments and Suggestions Policy or another appropriate contact route so that concerns can be considered properly and confidentially where necessary.

SNAP PCF may choose not to continue a public discussion where a matter is better dealt with privately or through a formal process.

11. Moderation Decisions

SNAP PCF will seek to apply this policy fairly and proportionately. Moderation decisions will be based on the content, context, and purpose of the interaction rather than whether SNAP PCF agrees with the view expressed.

SNAP PCF may retain a record of significant moderation decisions where this is necessary for governance, safeguarding, complaints handling or learning.

12. Our Commitment to Listening

SNAP PCF is committed to listening to all parent carers, including those whose experiences or opinions differ from our own.

We welcome constructive feedback, challenge, and suggestions for improvement. Decisions about how our communication channels are managed are not intended to limit feedback or discourage discussion. They are intended to ensure that families have fair opportunities to contribute through a range of accessible engagement methods and

that evidence can be used effectively to influence services and improve outcomes for children and young people with SEND.

13. Responsibilities

Company Director(s)

Provide governance oversight of this policy and ensure that SNAP PCF's communication arrangements support the organisation's purpose and responsibilities.

Chief Executive Officer

Manages SNAP PCF's day-to-day communications and social media arrangements, including moderation decisions and authorised responses.

Employees, Parent Representatives, Steering Group members and Volunteers

Follow this policy when representing SNAP PCF and raise concerns about online content or conduct with the CEO or appropriate person.

Social Media Administrators

Apply the Community Standards and moderation arrangements consistently and escalate significant, sensitive, or uncertain matters to the CEO.