



## **Eastern Region of Parent Carer Forums SOCIAL MEDIA POLICY**

### **Purpose**

The Eastern Region of Parent Carer Forums (ERPCF) recognises the numerous benefits and opportunities a social media presence offers. The purpose of this policy is to explain how we use social media, our posting guidelines and moderation policy for user-generated content.

For the purposes of this policy, social media is defined as any online interactive communication tool, including (but not limited to) blogs, wikis, discussion forums and message boards, comments on web-articles, Google+, Facebook, Twitter, YouTube, Instagram, Pinterest, Flickr and LinkedIn.

### **Scope**

We use social media channels such as Facebook to engage with parent carers from forums within the Eastern Region. Our Facebook Group is a closed Group and as such is not visible to the General Public.

We do not pre-moderate user-generated content before it is published. All the channels are monitored regularly, however. We will delete any comments or messages that do not meet our posting guidelines. We are not liable for user-generated content. We make no commitment to respond to every individual comment, message, post or tweet.

Messages posted on the ERPCF closed Facebook page are for general informational purposes only and are not meant as a substitute for professional advice.

### **Digital and Social Media use for ERPCF Steering Group members, staff, Regional Reps and members**

Whenever ERPCF steering group members, staff, Regional Reps or individual members use ERPCF social media, even for personal messages, they do so as ERPCF representatives. They must ensure that they:

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



The use of the ERPCF logo or signatory (e.g. chair.erpfc@gmail.com) must not be used when undertaking personal activity. Misuse of this facility can have a negative impact on the reputation of ERPCF.

### **Unacceptable Behaviour**

The following behaviour by ERPCF steering group members, staff, Regional representatives and individual members is considered unacceptable:

- use of ERPCF communications systems to set up personal businesses or send chain letters.
- forwarding of ERPCF 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 unacceptable 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 any ERPCF laptops, the website or unauthorised use of a password/mailbox.

All behaviour should comply with ERPCF's Code of Conduct Policy.

### **Posting and Moderation rules**

ERPCF wish our Facebook page to be an open and honest space, we also want posts to be courteous and to not cause offence. We reserve the right to delete any of the following posts:

- Comments which contain personal information like telephone numbers, address details etc.
- Violent, pornographic, obscene, sexually explicit, hateful, or discriminatory posts, links or images.
- Comments that threaten or defame any named person, professional or organisation.
- Posts which advertise an individual's commercial activity or make requests for donations or money.
- Comments that suggest or encourage illegal activity.



- False or derogatory statements about any person or organisation.
- Comments which are off topic or unrelated.
- Repetitive posts copied and pasted or duplicated by single or multiple users.
- Comments which amount to bullying or harassment.
- Comments which impersonate or falsely claim to represent a person or organisation.
- Comments which are party political or could be construed as active campaigning.
- Material in breach of copyright or other intellectual property rights.
- Links or material relating to chain letters, junk mail, online gambling or extremist groups.
- Any other content which is likely to create any liability, criminal or civil, for the individual or the organisation.

**Please remember:**

- You are responsible for what you write.
- Not to make assumptions about other people's experiences; everyone has different coping mechanisms and tolerance levels.
- Speak your mind, but please be sensitive to the feelings and opinions of others.
- Not to share confidential or personal information about yourself or other people.
- Not to post photos of other people, especially children, even if taken at ERPCF events.
- If you want to talk off topic with someone, please message them privately.

**Safeguarding**

Where there appears to be a clear need to safeguard the welfare of a poster and/or his/her family, we will contact the relevant authorities.

This policy should also be read in conjunction with the following ERPCF policies:

Code of Conduct  
Data protection  
Safeguarding

**Social media complaints procedure**



- Complaints of internet misuse will be dealt with by the Chair of the ERPCF. Any complaint about misuse must be referred to the Chair of the ERPCF via email [chair.erpcf@gmail.com](mailto:chair.erpcf@gmail.com)

**If you have any questions or comments about this policy,  
please contact us via our secretary at [secretary.erpcf@gmail.com](mailto:secretary.erpcf@gmail.com)**

This policy was approved by the ERPCF

Frequency of Policy review: Bi-annually

Review of this Policy due: May 2023