



*“All together better
and stronger”*



Parents in Partnership Stockport - Social Media Policy

Parents in Partnership Stockport (PIPS) 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 to reach out and interact with people and other groups.

With the development of our own Facebook page, Twitter account, LinkedIn and Pinterest, 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, Twitter account, LinkedIn account and Pinterest, but all on-line communications where members are representing PIPS.

The information email will be the responsibility of the Information Officer who will correspond by return email or a phone call. In the event of the Information Officer being unavailable or, other members of the Steering Group may be able to substitute.

Policy:

This policy is intended to help the PIPS representatives (i.e. anyone who is a representative, has a role or is employed by PIPS) 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 PIPS website and any other relevant social media.

This policy outlines the standards PIPS representatives must observe when using PIPS social media.

PIPS accept that the use of email and all social media is a valuable communication tool. Use of PIPS signatory's, logo, email, conventional mail and all social media formats by employees

and volunteers of PIPS are permitted and encouraged where such use supports the goals and objectives of PIPS. However, misuse of this facility can have a negative impact upon representatives' productivity, morale and the reputation of PIPS.

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

- ❖ comply with current legislation
- ❖ use email, conventional mail and all social media formats in an acceptable way
- ❖ do not create unnecessary risk to PIPS by their misuse of the internet
- ❖ do not represent personal views as the views of PIPS

The Steering Group shall name at least two named administrators who will have the responsibility of posting of information etc. and the oversight and monitoring of posts on the Facebook page and Twitter accounts, and also other members of the Steering Group who may be able to substitute if one of the named administrators is unavailable.

Minimum Posting Guidelines

Social Media Type	Recommended minimum Frequency	Recommended Optimal Frequency
Facebook page	21 x per week	3 x per day
Twitter account	49 x per week	7 x per day
LinkedIn account	1 x per week	1 x per week
Blog	2 x per month	2 x per month
Pinterest	1 x per month	1 x per month

PIPS reserves the right to remove, edit or otherwise alter content deemed inappropriate for any reason, without notification. The administrators will have the responsibility for the monitoring of social media pages and will instigate the removal, editing or modification of content that is inappropriate.

Unacceptable Behaviour

If a breach of the Social Media Policy has been made by a representative of PIPS with a behaviour which is deemed unacceptable, the Steering Group shall investigate the complaint, and where necessary take disciplinary action in line with the PIPS Code of Conduct, Constitution and compliments and complaints policy. The list of unacceptable behaviours are listed below.

- ❖ use of PIPS communications systems to set up personal businesses or send chain letters
- ❖ forwarding of PIPS confidential messages to external locations

- ❖ distributing, disseminating or storing images, text or materials that would 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 would 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 PIPS 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 representative's effort or networked resources
- ❖ introducing any form of computer virus or malware into the corporate network
- ❖ Use of individual or organisational images for personal use or for PIPS without prior consent

Facebook

PIPS will maintain an open page on the social media site Facebook.

The open page will be open to public viewing. This page will generally facilitate the posting of PIPS events, information, articles and local, regional and national appropriate correspondence.

Where there are issues/concerns raised on the Facebook page, the agreed criteria with the Local Authority is listed below. The administrators will raise the concerns to the Steering Group and a course of action will be agreed. Where agreed, the Officers of PIPS will raise the concern / issue with the appropriate Head of Service at the Local Authority and Health.

- ❖ At Least 10 posts on the topic over two-week period maximum
- ❖ The intensity of views
- ❖ Posts driven by an occasion (e.g. Transport, Education, Health And Social Care Plans (EHC Plans), Short Breaks, Respite, Special Educational Needs (SEN) Support
- ❖ Likelihood of families being put at a significant disadvantage if we don't act in some way
- ❖ The issue is likely, but not always, to be something SEN can do something about directly (e.g. they could do something if many families raise an issue about a particular school or college. We could also raise a topic like insufficient funding from Central Government for SEN support for those who do not have an EHC Plan.
- ❖ The identity of the family will always be protected unless they consent to having their names passed on

The PIPStockport open Facebook page will be open for anybody to like and maintain access to the page.

Agreement

All PIPS representatives who use PIPS logo on emails, use on-line services and communicate on behalf of PIPS do so on the understanding they agree to abide by this policy at all times.

Date this policy adopted by the Steering Group.

5th June 2014

Date for revision: June 2015

Date for revision: April 2016