

PURPOSE:

Southend SEND Independent Forum 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, reach out and interact with people and other groups.

With the development of our own Facebook page and Twitter account, 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 and Twitter account, but all on-line social networking communications as they relate to Southend SEND Independent Forum.

POLICY:

This policy is intended to help the Southend SEND Independent Forum steering group, parent representatives, community champions and employees 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 Southend SEND Independent Forum website and any other relevant social media.

This policy outlines the standards the steering group, parent representatives, community champions and employees must observe when using Southend SEND Independent Forum social media.

Southend SEND Independent Forum accept that the use of email and all social media is a valuable communication tool. Use of Southend SEND Independent Forum signatory's, logo, email, conventional mail and all social media formats by the steering group, parent representatives, community champions or employees of Southend SEND Independent Forum are permitted and encouraged where such use supports the goals and objectives of Southend SEND Independent Forum. However, use of the Southend SEND Independent Forum signatory, logo must not be used when undertaking personal activity.

Misuse of this facility can have a negative impact upon the steering group, parent representatives, community champions and employee's productivity, morale and the reputation of Southend SEND Independent Forum. They should only be used in connection with Southend SEND Independent Forum's local, regional and national business to do with and including meetings, events or keynote speaking.

Whenever such representatives and employees use Southend SEND Independent Forum social media, even for personal messages, they do so as Southend SEND Independent Forum representatives. They must ensure that they:

- Comply with current legislation
- Do not create unnecessary risk to Southend SEND Independent Forum by their misuse of the internet
- Do not represent personal views as the views of Southend SEND Independent Forum

MODERATOR:

All social media, where possible, will be administered by an anonymous moderator account.

The role of the moderator will be to ensure the above rules and guidelines are followed by forum members, and the posted rules and guidelines are followed by the wider parent carer community. To remove spam and abusive/offensive posts/ users who persistently refuse to follow said rules and guidelines. To promote interaction, build a community feel, and provide help and support to users. Finally, to ensure the forum's brand/image is upheld and not damaged through the social media platform

There will always be at least two Southend SEND Independent Forum steering group members, who have access to the moderator admin, account. Only a member of the forum's steering group may hold this role.

At the handing over of the responsibilities by those holding the moderator post, a new password must be implemented to make sure that only those who have that role, have access.

The Southend SEND Independent Forum delegated moderator/s reserve the right to remove, edit, or otherwise alter content deemed inappropriate for any reason, without notification (also see Social media acceptable use guide).

UNACCEPTABLE BEHAVIOUR:

The following behaviour by a Southend SEND Independent Forum steering group member, representative or employee is considered unacceptable:

- Use of Southend SEND Independent Forum communications systems to set up personal businesses or send chain letters
- Forwarding of Southend SEND Independent Forum 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 acceptable 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 the Southend SEND Independent Forum 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

AGREEMENT:

All Southend SEND Independent Forum steering group, parent representatives, community champions and employees who use Southend SEND Independent Forum logo on emails, use on-line services, or communicate on behalf of Southend SEND Independent Forum do so on the understanding they agree to abide by this policy at all times.

Date this policy was adopted by the Steering Group:

Date for revision: