



# Social Media Policy

## Introduction

Parent Carer Together (PCT) recognises that the use of social media provides many opportunities to improve the way we communicate, reach out and interact with people and other groups.

We acknowledge that whilst these technologies provide exciting opportunities, they are also accompanied by dangers and negative consequences if abused by users.

This policy will provide guidelines for acceptable use of social networking communications as they relate to PCT.

## Policy Remit

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, X (formerly Twitter), YouTube, Instagram, Pinterest, Flickr and LinkedIn.

This policy outlines the standards the Steering Group, PCT Representatives, volunteers and employees must observe when using PCT social media.

Whenever PCT Steering Group, representatives, volunteers and employees use PCT social media in connection with PCT business, they must ensure that they:

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

Even if a PCT representative is posting under their personal identity on any social media platform whilst on PCT 'business' they do so under the terms of this policy.

They should make clear in any post that they are posting as a PCT representative.

There will always be at least two named Administrators for each social media platform both of whom have equal rights to post, edit, moderate and block users or other content.

PCT reserves the right to remove any of the following posts:

- comments which contain personal information like telephone numbers, address details, photos of other people, especially children
- violent, pornographic, obscene, hateful or discriminatory posts, links or images
- content that threatens or defames any names person, professional or organisation including PCT and it's members
- posts which advertise commercial activity
- comments that encourage illegal activity

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the voice of parent carers of young people with  
special educational needs and disabilities

- false or derogatory statements about any person or organisation
- comments that amount to bullying or harassment
- comments which impersonate or falsely claim to represent a person or organisation
- comments which are party political
- material in breach of copyright or 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

### Unacceptable Behaviour

The following behaviour by a PCT Steering Group member, PCT representative, volunteer or employee is considered unacceptable:

- use of PCT communications systems to set up personal businesses or send chain letters
- forwarding of PCT confidential messages to external locations
- distributing, disseminating or storing images, text or materials that would be considered indecent, pornographic, obscene or illegal
- posting of personal or confidential information about others, including photos particularly of children unless we have permission to do so
- distributing, disseminating or storing images, text or materials that would be considered discriminatory, offensive, abusive, bullying or intimidating 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 PCT's 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
- purposely introducing any form of computer virus or malware into PCT's network or website

If possible any inflammatory situations should be dealt with quickly before discussions become protracted. If needed the Administrators will agree an appropriate response or involve additional Steering Group members depending on the severity or impact of the situation. It may be necessary to refer to **PCT Complaints Policy & Procedure**.

This policy should be ready in conjunction with the following PCT policies:  
**Confidentiality; Data Protection; Safeguarding.**

### Policy Review

This policy will be reviewed regularly by the Steering Group and updated as necessary in response to changes in relevant legislation, contractual agreements, guidance and good practice or in response to an identified failing in its effectiveness.