Cumbria Parent Carer Forum

Social Media Policy

Introduction

CPCF recognises the numerous benefits and opportunities which 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.

How we use social media

We use social media channels such as Facebook, Twitter and third-party discussion forums to engage with parent carers and the general public. These channels are also available to give parent carers the opportunity to share experiences, ask questions and provide mutual support.

We do not pre-moderate user-generated content before it goes "live". However, all the channels are monitored regularly. We will delete any comments or messages that do not meet our posting guidelines. We are not liable for user-generated content. We make not commitment to respond to every individual comment, message, post or tweet.

Messages posted by CPCF staff and volunteers are for general informational purposes only and are not meant as a substitute for professional advice.

Posting guidelines

Whilst we want our Facebook page to be an open and honest space, we also want posts to be courteous and to not cause offence. Therefore, 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 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

☐ 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.

☐ Don't 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.

☐ Do not share confidential or personal information about yourself or other people.

☐ Do not post photos of other people, especially children, even if taken at CPCF events.

☐ If you want to talk off topic with someone, please message them privately.

Moderation

CPCF staff and volunteers administer our social media channels and act as moderators. We do not pre-moderate user generated content before it goes live. However, all channels are monitored regularly.

Social media remains the intellectual property of CPCF. The volunteers running the social media platforms have at no point any ownership of the CPCF pages or feeds and will hand all management of said platforms back to CPCF if they are asked to do so.

No passwords should be changed at any point unless agreed through CPCF.

CPCF should have full knowledge of passwords and how to access social media platforms in case of unforeseen circumstances or sickness.

All platforms should be accessible to CPCF Trustees at any time, should they ask for access.

We will delete any comments or messages that do not meet our posting guidelines above. We will ban members who we feel do not follow the posting guidelines. Where possible and in response to any request, we will explain why we banned a contributor or deleted a post. We will explain why a contribution did not fit with the guidelines and suggest how the content could be re-phrased so that it can be published.

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 CPCF policies:

☐ Confidentiality
☐ Data protection
☐ Safeguarding and child protection

Approved by –
Review -