

SOCIAL MEDIA POLICY

Purpose

Leeds PCF recognises that the use of social 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 social media platforms, Facebook and the website, it has been 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 an acceptable use not only for our own website but all online social networking communications as they relate to Leeds PCF.

Policy

This policy is intended to help the Leeds PCF Steering Group and anyone who is a representative of Leeds PCF to make appropriate decisions about the use of email, conventional mail and social media.

This policy outlines the standards the Steering Group and anyone representing Leeds PCF must observe when using the forum's social media.

Leeds PCF accept that the use of email and all social media is a valuable communication tool. Use of Leeds PCF's logo, email conventional mail and social media format by employees, the Steering Group or any Representatives is permitted and encouraged where such use supports the goals and objectives of Leeds PCF. They should only be used in connection with Leeds PCF business to do with fostering the development of parent participation.

Misuse of this facility can have a negative impact upon the Steering Group, productivity, morale and the reputation of Leeds PCF.

Whenever Steering Group members and anyone who is representating Leeds PCF use Leeds PCF social media, even for personal messages, they do so as a Leeds PCF representative. They must ensure that they:

- Comply with current legislation
- Do not create unnecessary risks to Leeds PCF by their misuse
- Do not represent personal views as the views of Leeds PCF

Unacceptable Behaviour

The following behavior of any Leeds PCF Steering Group member or anyone who is a representative of Leeds PCF is considered unacceptable:

- The liking or sharing of other Facebook posts on the Leeds PCF's own Facebook page which means that all comments associated with that post may then be shown on Leeds PCF's page, some of which may not reflect the views of the Forum.
- The use of Leeds PCF's communication systems to set up personal businesses or send chain letters.
- Forwarding of Leeds PCF's confidential messages to external locations.
- Distributing, disseminating or storing images, text or materials that might be considered indecent, pornographic, obscene or illegal.
- Distributing, disseminating or storing images text or materials that might be considered discriminatory, offensive, abusive, bullying or intimidating in that the personal context is a personal attack, sexist, racist or might be considered as harassment.
- Accessing or sharing copyright information in a way that violates copyright.
- Breaking in to the Leeds PCF system or unauthorised use of a password mailbox.
- Broadcasting unsolicited personal views on social, political, religious or other non- business related matters.
- Transmitting unsolicited commercial or advertising materials.
- Undertaking deliberate activities that waste time.
- Intentionally introducing any form of computer virus or malware into the corporate network.

Monitoring and reviewing strategy

- That social media policy has been agreed by The Leeds PCF Steering Group
- The policy can be amended as required.
- The policy will be reviewed annually to ensure that it still meets the needs of Leeds PCF.

Implemented: June 2023

Review Date: June 2024