



# **Dorset Parent Carer Council**

## **Social Media Policy**

### **Social Media**

Social Media is the term commonly given to websites and online tools, such as Facebook and Twitter, which allow users to interact with each other by sharing information, opinions, knowledge and interests. As this name implies, social media involves the building of communities and networks, encouraging participation and engagement.

### **Purpose**

Dorset Parent Carer Council recognise that networking sites are increasingly used as a communication tool by many organisations. While these technologies provide exciting opportunities, they are accompanied by dangers and negative consequences, if abused by users. This policy provides guidelines for acceptable use not only for our own website, newsletter, Facebook page and Twitter account, but all on-line social networking communications as they relate to Dorset Parent Carer Council.

### **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.

### **Posting guidelines**

Whilst we want our social media presence 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 DPCC events.
- If you want to talk off topic with someone, please message them privately.

### **Moderation**

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 no commitment to respond to every individual comment, message, post or tweet.

We will ban members who we feel do not follow the posting guidelines.

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

### **Limitations**

Furthermore, in recognition of the limitations placed on parent carer forums regarding these of funds from government contracts \* and the core principle of parent carer forums as described in the SEND Code of Practice to co-produce with service providers, commissioners and policy makers, the DPCC will not initiate, run, incite, or engage in campaign activity via social media or any other platform, as this is not consistent with the ethos of parent carer forums. The DPCC will not endorse politically biased activity.

### **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.

**Confidentiality**

The DPCC responsibly respects confidentiality and therefore may not be able to post all information it is privy to, so as not to break any confidences, subject itself to legal challenge, damage its reputation, and compromise co-production.

Policy adopted: 31<sup>st</sup> march 2020

Reviewed annually: 1<sup>st</sup> April 2021

\*The Dorset Parent Carer Council receives annual Participation and Coproduction grant funding from the Department for Education (DfE).