



Southend SEND Independent Forum Social Media Policy

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 committee members and all Southend SEND Independent Forum members, to 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, non-regional representatives 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 Southend SEND Independent Forum committee members and all Southend SEND Independent Forum members 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 local forum or personal activity. Misuse of this facility can have a negative impact upon the Southend SEND Independent Forum, its committee members and all members productivity, morale and the reputation of Southend SEND Independent Forum. They should only be used in connection with Southend SEND Independent Forum business to do with and including meetings, events or keynote speaking.

Whenever such representatives 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

There will always be at least two named administrators, and a trainee administrator who may be able to substitute if one of the named administrators is unavailable. Currently these roles are not confirmed.

MINIMUM POSTING GUIDELINES

Social Media Type	Recommended minimum Frequency	Recommended Optimal Frequency
Facebook page	2 x per week	Daily
Twitter account	10 x per week	4 x per day
LinkedIn Group	1 x per week	2 x per week
Blog	2 x per month	2 x per month

Southend SEND Independent Forum reserves the right to remove, edit, or otherwise alter content deemed inappropriate for any reason, without notification.

UNACCEPTABLE BEHAVIOUR

The following behaviour by any of the Southend SEND Independent Forum committee members or non-committee members 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 representatives effort or networked resources.
- Introducing any form of computer virus or malware into the corporate network

AGREEMENT

All Southend SEND Independent Forum committee members and non-committee members who use Southend SEND Independent Forum logo on emails, use on-line services and communicate on behalf of Southend SEND Independent Forum do so on the understanding they agree to abide by this policy at all times.