

## HAMPSHIRE PARENT CARER NETWORK SOCIAL MEDIA POLICY

Date introduced:	September 2022
Next Review Date:	September 2023

Hampshire Parent Carers Network (HPCN) recognises social media\* as an important means of communication for the organisation (a business use) and something any employee may wish to use in their own personal capacity (personal private use).

HPCN acknowledges that the use of social media to be positive in providing the user with opportunities, however there can be associated dangers when this use is abused. This policy outlines the acceptable use of social media in all communications relating to HPCN.

This policy outlines the standards that must be followed by all staff, steering group members, parent carer representatives and volunteers when using HPCN social media channels.

All HPCN staff, steering group members, parent carer representatives and volunteers using HPCN social media **must**;

- Comply with all current legislation
- Not represent personal views as the views of HPCN
- Not misuse social media to cause any risk to HPCN
- Ensure that when posting HPCN business on their personal social media they do so under the terms of this policy, and they must make it clear they are posting as HPCN representative

All HPCN staff, steering group members, parent carer representatives and volunteers using HPCN social media **must not**;

- Conduct themselves in a way that is potentially detrimental to HPCN or brings them into disrepute
- Like images, video clips or links to other content that are inappropriate on HPCN equipment
- Make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments
- Make any comments that could constitute unlawful discrimination, harassment or bullying

- Allow their engagement with social media to harm working relationships with or between staff, steering group members, parent carer representatives, HPCN members and our partner agencies
- Use social media as a method of sharing or disclosing personal information about staff, steering group members, parent carer representatives, HPCN members and our partner agencies
- Maintain the publication of any content that breaches this policy if asked to withdraw publication by HPCN

All HPCN staff, steering group members, parent carer representatives and volunteers using HPCN social media must not show any unacceptable behaviour, including;

- Using HPCN social media to set up their own personal business
- Forwarding HPCN confidential messages to external addresses
- Breaking copyright laws
- Deliberately installing computer malware or viruses onto HPCN social media or website

*\*Social media refers to the use of all social networks, messaging services, blogs and forums, including Facebook, Twitter, WhatsApp, Instagram - this is not an exhaustive list.*