Social Media Policy

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1 Purpose

This policy is intended to help Parents Opening Doors, hereafter known as PODS to ensure a certain standard in relation to the use of conventional mail, email and social media and any associated decisions regards to use, publishing of information and conduct in on-line discussions.

2 Scope

The policy covers the Board of Trustees, staff, parent representatives, volunteers and members (i.e. anyone who is representative, has a role or is employed by PODS) with respect to the use of email, conventional mail, social media including (but not limited to):

- Blogs,
- Social media,
  - Twitter
  - Facebook
  - LinkedIn
  - Google+
  - Flickr,
  - YouTube etc
- Websites
  - This includes the PODS website
- Podcasts,
- Forums,
- Message boards

Registered Charity Number 1150871

Social Media Policy

The intended audience of this policy are the Board of Trustees, Staff, Volunteers,

3	Target Audience	

Parent Representatives and Parent Forum members on the PODS forum database.

PODS Board of Trustees has ultimate responsibility for the management of all

4	Responsibilities	

aspects of the Charity including its reputation, which means careful reputational risk management at all times. As such all aspects of social media as detailed in this policy remains the Board of Trustees responsibility and shall be carefully monitored by key staff members.

Individual users of social media have responsibility for following the rules detailed in this policy.

If anything goes wrong, then the Board of Trustees take responsibility for managing this; complaints and problem solving are handled at Board level.

5	Social Media Rules of Use	

PODS recognises 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. However it is not the only communication tool that can be used and a growing number of people are moving away from the use of Facebook in particular.

5.1 With the development of our own Facebook pages 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.

5.2 PODS accepts that the use of email and all social media is a valuable communication tool. Use of PODS signatory's, logo, email, conventional mail and all social media formats by the Board of Trustees, representatives or employees of PODS are permitted and encouraged where such use supports the goals and objectives of PODS.

5.3 However use of the PODS signatory, logo must not be used when undertaking personal activity and/ or without the permission of PODS. Misuse of this facility can have a negative impact upon the charity, non-regional representatives and employee's productivity, morale and the reputation of PODS. They should only be used in connection with PODS

regional and national business to do with and including meetings, events or keynote speaking.

6	Unacceptable Behaviour	

5.4 Whenever such representatives and employees use PODS social media, even for personal messages, they do so as PODS representatives. They must ensure that they:

a) Comply with current legislation
b) Do not create unnecessary risk to PODS by their misuse of the internet
c) Do not represent personal views as the views of PODS
d) PODS reserves the right to remove, edit, or otherwise alter content deemed inappropriate for any reason, without notification.

5.5 PODS is clear that social networking sites are not the appropriate arena to enter in to dialogues pertaining to the internal working of the charity;

a) in reference to trusteeship,
b) financial matters,
c) staffing (also relates to volunteers and parent representatives) for example.

If any such queries are posted via the social networking methods used by PODS (Facebook/ Twitter) they will be removed and the person posting them informed that they have been removed. Continued use of social networking in this manner by forum members in particular but not exclusively will lead to those persons being blocked from accessing the pages they have posted such queries on. This may also result in removal from all Charity involvement in line with the PODS constitution rules around removal of members.

5.6 All Parent Reps, volunteers and visitors using PODS computer equipment are prohibited from accessing any personal social media, banking, email or other accounts without prior permission from the Chairperson.

5.7 Forum members, trustees, staff, volunteers, parent representatives are still bound by these rules/ regulations even at such time as you cease to be involved. A breach of any of this policy could lead to further action being taken, including legal.

5.8 Neutral representation is expected at all times in respect of political expression, as such PODS exercises a purdah which starts 6 weeks prior to all general elections. During the period of purdah it is expected that all Trustee's, Staff, Parent Reps and Volunteers will not be permitted to post anything of a political nature either on the PODS sites and or personal social media outlets to include those listed under the scope of this policy

Social Media Policy

The following behaviour by PODS trustees, representatives and staff/ volunteers or any member using our social media platforms is considered unacceptable:

1. Creating, liking, commenting, sharing posts that reflect personal dissatisfaction with PODS by members of the public
2. Use of PODS communications systems to set up personal businesses or send chain letters
3. Forwarding of PODS confidential messages to external locations
4. 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
5. 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
6. Accessing copyright information in a way that violates the copyright
7. Breaking into the PODS system or unauthorized use of a password/mailbox
8. Broadcasting unsolicited personal views on social, political, religious or other non - business related matters
9. Transmitting unsolicited commercial or advertising material
10. Undertaking deliberate activities that waste representatives effort or networked resources
11. Taking part in discussions that constitute bringing PODS into disrepute
12. Introducing any form of computer virus or malware into the corporate network

Posts etc that do not conform to this policy will be removed, the poster will be informed that they have been removed. Continued use of social networking in this manner in particular but not exclusively will lead to those persons being blocked from accessing the pages they have posted such queries on. This may also result in removal from all Charity involvement in line with the PODS constitution rules around removal of members.

Approval Signature:

Approval Name:

Position: