



Social Media Policy for Family Voice Norfolk.

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:

Family Voice Norfolk 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 Family Voice Norfolk.

Policy:

This policy is intended to help Family Voice Norfolk steering group, staff, representatives and ambassadors make appropriate decisions about the use of emails and social media including (but not limited to):

- Blogs, wikis, social networking websites, podcasts, forums, message boards or comment on web-articles, such as Twitter, Facebook, LinkedIn, Goggles, Flickr, YouTube, etc. This includes the Family Voice Norfolk website and any other relevant social media.

This policy outlines the standards the steering group, parent representatives, ambassadors or staff are expected to observe when using social media on behalf of Family Voice Norfolk or when identifying themselves as representing Family Voice Norfolk in any way.

Family Voice Norfolk accepts that emails and all social media can be valuable communication tools. Use of the Family Voice Norfolk logo, email, and all social media formats by the steering group, staff, parent/carer representatives and ambassadors of Family Voice Norfolk is permitted and encouraged where such use supports the goals and objectives of Family Voice Norfolk. However, misuse of this facility can have a negative impact upon Family Voice Norfolk's productivity, morale and reputation.

Whenever such representatives and staff use social media on behalf of Family Voice Norfolk or identifying themselves as representatives in any way of the views, policies, organisation or activities of Family Voice Norfolk, they must ensure that they:

- Comply with all current legislation and Family Voice Norfolk policies
- Do not endanger the reputation, productivity or morale of Family Voice Norfolk
- Do not represent personal views as the views of Family Voice Norfolk

There will always be a named administrator for Family Voice Norfolk Facebook and Twitter accounts. Currently this is Bernadette Pallister, Administration manager. There are two moderators of the closed Family Voice Norfolk representatives and ambassadors Facebook account. Currently these are Kate Draycott (Membership secretary) and Bernadette Pallister (Administration manager).

Unacceptable behaviour:

The following behaviour by Family Voice Norfolk steering group representatives, staff, parent representatives or ambassadors is considered unacceptable:

- Use of Family Voice Norfolk communication systems to set up personal businesses or send chain letters
- Forwarding of Family Voice Norfolk confidential messages to external locations
- Distributing, disseminating or storing images, texts or materials that might be considered indecent, pornographic, obscene or illegal
- Distributing, disseminating or storing images, texts or materials that might be considered discriminatory, offensive, abusive, bullying or intimidating or that constitute a personal attack, or are sexist, racist, or might be considered as harassment
- Accessing and or using copyright information in a way that violates the copyright
- Gaining unauthorised access to Family Voice Norfolk systems or making unauthorized use of a password or mailbox
- Broadcasting unsolicited personal views on social, political, religious or other matters not directly related to the legitimate business and aims of Family Voice Norfolk
- Transmitting unsolicited commercial or advertising material
- Introducing any form of computer virus or malware into any network intentionally or by negligence.

Principles:

These principles apply to online participation by those representing Family Voice Norfolk in any way and on any social media platform and set the standard expected.

- **Be professional:** remember that you are representing Family Voice Norfolk.
- **Be responsible:** consider your responses carefully and the reasons you are making them. Before posting, check that you have expressed yourself clearly and that you are not presenting personal opinions as Family Voice Norfolk policy.
- **Be respectful always** of others' views and their right to hold them and ensure that any information you give is factual and accurate and is never given in a way that is intended to offend or belittle.
- **Remember** that the purpose of Family Voice Norfolk's use of social media is to further its aim and to increase communication and networking.
- **If in doubt** take time to consult a Family Voice Norfolk colleague before posting or responding, remembering that once made, posts are no longer within your control.

Guidelines for social networks, discussion forums, Wikis etc:

1. Use the privacy settings available – background information you choose to share about yourself, such as information about your family or personal interest, may be useful in helping establish a relationship between you and other members but it is entirely your choice whether to share this information. Remember that Family Voice Norfolk is committed to keeping information from members private and never using it in a way that identifies individuals. By

sharing personal information while representing Family Voice Norfolk you may inadvertently give the impression that this is not so and give a less professional image. Be particularly careful in giving information about family, especially children, as they have their own rights to privacy.

2. Ask permission – make sure you have active consent and not passive agreement before posting someone’s picture in a social network or a conversation that was meant to be private.
3. Do not be afraid to be yourself but do so respectfully. This includes not only the obvious (no ethnic slurs, personal insults, obscenities etc.), but also, proper consideration of privacy and of topics that may be considered offensive.
4. Under no circumstances should offensive comments be made about colleagues – those we work with both within and outside Family Voice Norfolk.
5. Please remember we want to work with professionals and that means maintaining a good relationship with them always. We have developed a Memorandum of Understanding (MOU) signed by Norfolk County Council (NCC), Clinical Commissioning Groups of Norfolk (CCGS) and ourselves. Many members have signed up to Norfolk County Council’s Co-Production Pledge, which can be found on the Local Offer website.
6. Use your best judgement. Remember that there are always consequences to what you publish. If you are about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is.
7. Ensure your entries, articles or comments are neutral in tone, factual and verifiable. In addition, there are usually guidelines on sites such as Wikipedia on adding links. Read the guidelines carefully before submitting or editing an article.
8. If anyone feels that something is offensive, this must be reported to the Administrator, Bernadette Pallister, and a decision will be made as to the removal of the comment.

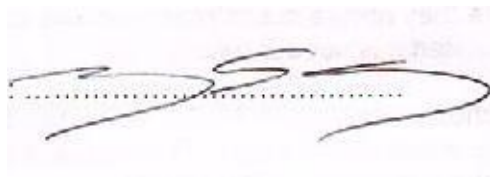
Guidelines for video and media sharing:

1. Ensure that all video and media (including presentations) are safe to share and do not contain any confidential or derogatory information. Make sure permission (active consent) is given for all involved and that current data protection legislation is adhered to.
2. Individual work must be credited to the originator of the content. If the original material is subject to copyright, permission must be obtained in writing before reposting the information.
3. If posting your own views, use a disclaimer to say these are your personal thoughts and not those of Family Voice Norfolk.

Date agreed by steering group:

Date for review:

Signed:

A handwritten signature in black ink, appearing to be 'B. Pallister', written over a horizontal dotted line on a light-colored background.

Position: Chair

Date: 18 July 2018



Closed Groups for Representatives and Ambassadors Teams for Family Voice Norfolk:

These closed groups were formed to help encourage, support and inform our team members of any updates to meetings or additional helpful information that may be of benefit to them when carrying out their roles as parent/carer representatives or ambassadors for Family Voice Norfolk.

As a member you agree you will abide by Family Voice Norfolk's Social Media Policy:

- That you will not post any material which is knowingly false and/or defamatory, inaccurate, abusive, vulgar, hateful, harassing, obscene, profane, sexually oriented, threatening, invasive of a person's privacy or which otherwise breaches any law;
- That advertisements, chain letters, pyramid schemes and solicitations constitute inappropriate use of the forum. However, if you can offer expertise, guidance or information on given subjects, please do so, but do not offer this advice as an attempt to sell your own product or service. Any attempt to solicit customers may result in removal from the site.
- That you are solely responsible for the content of your post and you indemnify Family Voice Norfolk in respect of any costs, expenses, losses, damages, or claims arising out of your use of this forum. Family Voice Norfolk reserves the right to reveal your identity in the event of any complaint or legal action arising from any person posting a message. By contributing to this forum, you consent to your post being altered, edited or adapted in any way Family Voice Norfolk sees fit or removed without any reason being provided.

Any user who has an objection to a post is encouraged to contact the Facebook moderators via private message. Please contact the moderators directly and not through Facebook itself. The moderators are currently Kate Draycott (Membership secretary) and Bernadette Pallister (Administration manager).

We would also ask our members to look up and read at their earliest convenience all our other policies on code of conduct, conflict of interest, data protection, equality, diversity and inclusion, use of logo, safeguarding, compliments and complaints procedures and whistle blowing. All of these can be found on our website: www.familyvoice.org.uk

Name:

Signature:

Position: Steering group/Rep/ambassador/Member (Circle all those that apply)

Date: