

Stockport Action Youth Speakers - Social Media Policy

Stockport Action Youth Speakers (SAYS) 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 to 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 communications where members are representing SAYS. The information email will be the responsibility of the Information Officer who will correspond by return email or a phone call. In the event of the Information Officer being unavailable or, other members of the SAYS Group may be able to substitute.



Policy:

This policy is intended to help the SAYS representatives (i.e. anyone who is a representative, has a role or is employed by SAYS) 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 and YouTube, etc. This includes the SAYS website and any other relevant social media. This policy outlines the standards SAYS representatives must observe when using SAYS social media.

SAYS accept that the use of email and all social media is a valuable communication tool. Use of SAYS signatory's, logo, email, conventional mail and all social media formats by employees and volunteers of SAYS are permitted and encouraged where such use supports the goals and objectives of SAYS. However, misuse of this facility can have a negative impact upon representatives' productivity, morale and the reputation of SAYS.

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

- Comply with current legislation
- Use email, conventional mail and all social media formats in an acceptable way
- Do not create unnecessary risk to SAYS by their misuse of the internet
- Do not represent personal views as the views of SAYS

SAYS shall name at least two named administrators who will have the responsibility of posting of information etc. and the oversight and monitoring of posts on the Facebook page and Twitter accounts, and also other members of the Young People's Participation Group who may be able to substitute if one of the named administrators is unavailable.

Consisting of:

Minimum Posting Guidelines

Social Media Type Recommended minimum

Frequency

Recommended Optimal

Frequency

Facebook page 21 x per week 3 x per day

Twitter account 49 x per week 7 x per day

LinkedIn account 1 x per week 1 x per week

Blog 2 x per month 2 x per month

Pinterest 1 x per month 1 x per month

SAYS reserves the right to remove, edit or otherwise alter content deemed inappropriate for any reason, without notification. The administrators will have the responsibility for the monitoring of social media pages and will instigate the removal, editing or modification of content that is inappropriate.

Unacceptable Behaviour

If a breach of the Social Media Policy has been made by a representative of SAYS with a behaviour which is deemed unacceptable, the Young People's Participation Group shall investigate the complaint, and where necessary take disciplinary action in line with the SAYS Code of Conduct, Constitution and compliments and complaints policy. The list of unacceptable behaviours are listed below:

- Use of SAYS communications systems to set up personal businesses or send chain letters
- Forwarding of SAYS confidential messages to external locations
- Distributing, disseminating or storing images, text or materials that would 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 would 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 SAYS system or unauthorized use of a password/mailbox
- Broadcasting unsolicited personal views on social, political, religious or other nonbusiness related matters
- Transmitting unsolicited commercial or advertising material
- Undertaking deliberate activities that waste representative's effort or networked resources
- Introducing any form of computer virus or malware into the corporate network
- Use of individual or organisational images for personal use or for SAYS without prior consent

Facebook SAYS will maintain an open page on the social media site Facebook. The open page will be open to public viewing. This page will generally facilitate the posting of SAYS events, information, articles and local, regional and national appropriate correspondence. Where there are issues/concerns raised on the Facebook page, the agreed criteria with the Local Authority is listed below. The administrators will raise the concerns to the Young People's Participation Group and a course of action will be agreed. Where agreed, the Chair of PIPS/Chair of SAYS Local will raise the concern / issue with the appropriate Head of Service at the Stockport Authority and Health.

- At Least 10 posts on the topic over two-week period maximum
- The intensity of views
- Posts driven by an occasion (e.g. Transport, Education, Health And Social Care Plans (EHC Plans), Short Breaks, Respite, Special Educational Needs (SEN) Support
- Likelihood of families being put at a significant disadvantage if we don't act in some way
- The issue is likely, but not always, to be something SEN can do something about directly (e.g. they could do something if many families raise an issue about a particular school or college. We could also raise a topic like insufficient funding from Central Government for SEN support for those who do not have an EHC Plan.
- The identity of the family will always be protected unless they consent to having their names passed on

The SAYStockport open Facebook page will be open for anybody to like and maintain access to the page.

Agreement

All SAYS representatives who use SAYS logo on emails, use on-line services and communicate on behalf of SAYS do so on the understanding they agree to abide by this policy at all times.

Date of review 17/08/2017