**Tower Hamlets Independent SEND Parents’ Forum**

**Social Media Policy**

**PURPOSE:**

 Tower Hamlets Independent SEND Parents’ 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 Tower Hamlets Independent SEND Parents’ Forum

**POLICY:**

This policy is intended to help the Tower Hamlets Independent SEND Parents’ Forum steering group, representatives and employees (i.e. anyone who is a representative, has a role or is employed by Tower Hamlets Independent SEND Parents’ Forum) 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 Tower Hamlets Independent SEND Parents’ 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 Tower Hamlets Independent SEND Parents’ Forum social media. Accept that the use of email and all social media is a valuable communication tool. Use of Tower Hamlets Independent SEND Parents’ Forum signatory’s, logo, email, conventional mail and all social media formats by the steering group, non-regional representatives or employees of Tower Hamlets Independent SEND Parents’ Forum are permitted and encouraged where such use supports the goals and objectives of. Tower Hamlets Independent SEND Parents’ Forum However use of the Tower Hamlets Independent SEND Parents’ Forum signatory, logo must not be used when undertaking personal activity. Misuse of this facility can have a negative impact upon the steering group, non-regional representatives and employee’s productivity, morale and the reputation of Tower Hamlets Independent SEND Parents’ Forum. They should only be used in connection with NNPCF regional and national business to do with and including meetings, events or keynote speaking.

Whenever such representatives and employees use Tower Hamlets Independent SEND Parents’ Forum social media, even for personal messages, they do so as Tower Hamlets Independent SEND Parents’ Forum representatives. They must ensure that they:

• comply with current legislation

• do not create unnecessary risk to Tower Hamlets Independent SEND Parents’ Forum by their misuse of the internet

• do not represent personal views as the views of Tower Hamlets Independent SEND Parents’ 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 are Samantha Gager and

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

WhatsApp’s Where needed