



Social Media Policy

PURPOSE

- Just Say Parent Carer forum (JUST SAY) 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.
- With the development of our own Facebook Group 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 and Facebook Group but all on-line social networking communication related to JUST SAY .

POLICY

This policy is intended to help the JUST SAY Steering Group(SG) and employees (i.e., anyone who is a representative or is employed by JUST SAY) 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 Facebook, Twitter, LinkedIn, Google+, Flickr, YouTube, etc. This includes the JUST SAY website and any relevant social media.

This policy outlines the standards the SG and employees must observe when using JUST SAY social media.

JUST SAY accepts that the use of email and all social media is a valuable communication tool. Use of JUST SAY signatory, logo, email, conventional mail and all social media formats by the SG or employees of JUST SAY are permitted and encouraged where such use supports the goals and objectives of JUST SAY. However, use of the JUST SAY signatory, logo, must not be used when undertaking personal activity. Misuse of this facility can have a negative impact upon the SG and employee's productivity, morale and the reputation of JUST SAY. They should only be used in connection with JUST SAY business to do with and including meetings , events or keynote speaking.

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

- Comply with current legislation.
- Do not create unnecessary risk to JUST SAY by their misuse of the internet.
- Do not represent personal views as the views of JUST SAY .
- Refrain from engaging in personal conversations or sharing personal details and experiences.

There will always be at least to named administrators/moderators for the FB group , and a backup administrator who may be able to substitute if one of the named administrators is unavailable.

Currently these are Jaime Porstendorfer and Emma Coletta with Mmatatz Begum responsible for updating the JUST SAY website.

MINIMUM POSTING AND GUIDELINES

Social Media Type	Recommended minimum Frequency	Recommended Optimal Frequency
Facebook Page	2 x per week	Daily
Updates/postings to website	1x 4 weekly	ASAP in response to new information

Clear guidelines should be provided on all JUST SAY social media platforms where JUST SAY reserves the right to remove, edit or otherwise alter content deemed inappropriate for any reason, without notification. We have a Privacy Notice on the website which must be followed.

UNACCEPTABLE BEHAVIOUR

The following behaviour by a JUST SAY SG member or employee is considered unacceptable:

- Use of JUST SAY communications systems to set up personal businesses or send chain letters
- Forwarding of JUST SAY confidential messages to external locations
- 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
- Distributing, disseminating or storing images, text or materials that might be considered discriminatory, offensive or abusive. Bully or intimate 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 JUST SAY system or unauthorised use of password/mailbox
- Broadcasting unsolicited personal views on social, political, religious or other non-forum business-related matters

- Transmitting unsolicited commercial or advertising material
- Undertaking deliberate activities that waste representatives effort or networked resources
- Introducing any form of computer virus or malware into the corporate network

AGREEMENT

All JUST SAY SG members and employees who use JUST SAY logo on emails, use on-line services and communicate on behalf of JUST SAY do so on the understanding that they agree to abide by this policy at all times.

Date this Policy adopted by the Steering Group: 08.02.2023

Date for review: October 2024