



Social Media Policy

Approved by: SPCF Steering Group

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Next Review date: June 2026

Purpose

Sefton Parent Carer Forum (SPCF) recognises that the use of social networking sites is a growing phenomenon and is increasingly used as a communication tool by many people.

SPCF appreciates the numerous benefits and opportunities which a social media presence offers. With the development of our own social media platforms: Facebook, X, Instagram and the SPCF website it has been highlighted that whilst these technologies provide exciting opportunities, they are accompanied by dangers and negative consequences if abused by users.

This policy explains how we use social media, our posting guidelines and moderation policy for user-generated content. It will provide guidelines for acceptable use not only for our own website but all online social networking communications as they relate to SPCF.

For the purposes of this policy, social media is defined as any online interactive communication tool, including (but not limited to) blogs, wikis, discussion forums and message boards, comments on website articles, Google+, Facebook, X, YouTube, Instagram, Pinterest, Flickr, WhatsApp, Snapchat, TikTok and LinkedIn.

How we use social media

We use social media channels such as Facebook, X, Instagram and the SPCF Website to engage with parent carers and the general public. These channels are also available to give parent carers the opportunity to share experiences, ask questions and provide peer to peer support.

We do not pre-moderate user-generated content before it goes “live”, apart from the SPCF Facebook groups. However, all the channels are monitored regularly. We will delete any comments or messages that do not meet our posting guidelines. We are not liable for user-generated content. We make no commitment to respond to every individual comment, message, post or tweet.

Messages posted by SPCF steering group, trustees and volunteers are for general informational purposes only and are not meant as a substitute for professional advice.

Posting guidelines

Whilst we want our social media platforms to be open and honest spaces, we also want posts to be courteous and to not cause offence. Therefore, we reserve the right to delete any of the following posts:

- Comments which contain personal information like telephone numbers, address details etc.
- Violent, pornographic, obscene, sexually explicit, hateful, or discriminatory posts, links or images.
- Comments that threaten or defame any named person, professional or organisation.
- Posts which advertise commercial activity or make requests for donations or money.
- False or derogatory statements about any person or organisation.
- Comments which are off topic or unrelated.
- Comments that suggest or encourage illegal activity.
- Repetitive posts copied and pasted or duplicated by single or multiple users.
- Comments which amount to bullying or harassment.
- Comments which impersonate or falsely claim to represent a person or organisation.
- Comments which are party political.
- Material in breach of copyright or other intellectual property rights.
- Links or material relating to chain letters, junk mail, online gambling or extremist groups.
- Any other content which is likely to create any liability, criminal or civil, for the individual or the organisation.
- Posts or comments that promote links to other groups without the prior approval of the admins.

Please remember:

- You are responsible for what you write.
- Don't make assumptions about other people's experiences; everyone has different coping mechanisms and tolerance levels.

- Speak your mind, but please be sensitive to the feelings and opinions of others.
- Do not share confidential or personal information about yourself or other people.
- Do not share anyone else's phone numbers, photos or other media from a group (e.g. Facebook group, Instagram group) elsewhere unless you have consent to do so.
- Do not post photos of other people, especially children, even if taken at SPCF events, unless you have been authorised to do so.
- If you want to talk off topic with someone, please start a new conversation.

Moderation policy

SPCF steering group, trustees and volunteers administer our social media channels and act as moderators.

We do not pre-moderate user-generated content before it goes "live" (apart from the SPCF Facebook groups). However, all the channels are monitored regularly.

We will delete any comments or messages that do not meet our posting guidelines above.

We will ban members who we feel do not follow the posting guidelines. Where possible and in response to any request, we will explain why we banned a contributor or deleted a post. We will explain why a contribution did not fit with the guidelines.

We will ban members who we feel are making direct approaches e.g. private messaging, with a view to encourage membership of other groups or to further their own agenda.

Safeguarding

Where there appears to be a clear need to safeguard the welfare of a poster and/or their family, we will contact the relevant authorities.

This policy should also be read in conjunction with the following SPCF policies:

- Confidentiality
- Data protection
- Safeguarding and Protection of Children and Vulnerable Adults