



SOCIAL MEDIA POLICY

PURPOSE:

REACH Wokingham 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 NNPCF

POLICY:

This policy is intended to help REACH WOKINGHAM management committee, its representatives and employees (i.e. anyone who is a representative, has a role or is employed by REACH Wokingham) 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 REACH Wokingham website and any other relevant social media.

This policy outlines the standards the management committee and employees must observe when using REACH Wokingham social media.

REACH Wokingham accept that the use of email and all social media is a valuable communication tool. Use of REACH Wokingham signatory's, logo, email, conventional mail and all social media formats by the steering group, or employees of REACH Wokingham are permitted and encouraged where such use supports the goals and objectives of REACH Wokingham. However use of the REACH Wokingham signatory, logo must not be used for personal activity. Misuse of this can have a negative impact upon REACH Wokingham. They should only be used in connection with REACH Wokingham business. Whenever such representatives and employees use REACH Wokingham social media, even for personal messages, they do so as REACH Wokingham representatives. They must ensure that they:

- comply with current legislation
- do not create unnecessary risk to REACH Wokingham by their misuse of the internet
- do not represent personal views as the views of REACH Wokingham

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 Terri Walsh and Sarah Clarke and TBC

MINIMUM POSTING GUIDELINES

Where possible and appropriate:

Facebook page 2 x per week

Website updated as necessary

REACH Wokingham reserves the right to remove, edit, or otherwise alter content deemed inappropriate for any reason, without notification from all media sources.

UNACCEPTABLE BEHAVIOUR

The following behaviour by a REACH Wokingham steering group, representatives or employee is considered unacceptable:

- use of REACH Wokingham communications systems to set up personal businesses or send chain letters
- forwarding of REACH Wokingham confidential messages to external locations
- distributing, disseminating or storing images, text or materials that might be considered indecent, pornographic, obscene
- illegal use of email, conventional mail and all social media formats in an unacceptable way
- distributing, disseminating or storing images, text or materials that might 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 REACH Wokingham system or unauthorized use of a password/mailbox

Policy Agreed:

Policy Review Date: