



# APPENDIX B – COMMUNICATIONS POLICY

## BACKGROUND

The National Network of Parent Carer forums (NNPCF) recognise that the use of networking sites is increasingly used as a communication tool now by many more people, including our members and stakeholders to share information. The use of social media provides many opportunities to improve the way we communicate, reach out, and interact with people and other groups alongside website activity.

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 networking communications as they relate to NNPCF.

The NNPCF is an umbrella organisation which has a membership base, therefore we have several Facebook pages which we moderate such as:

- Closed Page for the use of Peer to Peer support for leadership within parent carer forums
- Consultation Page which primary use is to share thoughts and discussion around current consultations in the SEND arena
- National Reps Page which is a closed for the wider National Rep Team.
- Open National Network of Parent Carer Forums page which is our platform to share the work of parent carer forums as well as the NNPCF SG to our external audience

## PURPOSE

This policy is intended to help the NNPCF steering group, national representatives and employees (i.e. anyone who is a representative, has a role or is employed by NNPCF) 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, Instagram, WhatsApp, LinkedIn, Google+ Flickr, YouTube, etc. This includes the NNPCF website and any other relevant social media.

This policy outlines the standards the steering group, national representatives and employees must observe when using NNPCF social media.

We also recognise that our membership of NNPCF local parent carer forums use multiple methods to communicate and may share some sensitive information in a peer to peer arena. Where appropriate the NNPCF SG will use guidance documents to support them in their use of the multiple communication methods and platforms we use.

NNPCF accept that the use of email and all social media is a valuable communication tool. Use of NNPCF signatory's, logo's (Inc. members of), email, conventional mail and all social media formats by the steering group, national representatives or employees of NNPCF are permitted and encouraged where such use supports the goals and objectives of NNPCF. The logos, with permission, can be used as per appendix G.

Whenever representatives and employees use NNPCF social media, even for personal messages (such as private or direct messaging) and are doing so in their NNPCF capacity they **must** ensure that they:

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

**Any actions, comments, or messages conveyed by an individual when not acting within their NNPCF capacity will not be accountable to the NNPCF Steering Group and Co-Chairs, unless bringing the organisation into disrepute.** The NNPCF Steering Group will take appropriate actions when required as per Conduct Policy.

There will always be at least three members of the Steering Group (these should include the Communications Lead, Participation Lead, and at least one Co-Chair and another nominated member of the Communications Team with access to NNPCF social media accounts. This ensures a minimum of two people available to monitor and respond to urgent social media traffic.

## UNACCEPTABLE BEHAVIOUR

The following behaviour by any individual acting in an NNPCF capacity (this includes Steering Group Members, National Representatives, Member Parent Carer Forum Representatives, and nominated others) is considered unacceptable:

- Use of NNPCF communications systems to set up personal businesses or send chain letters
- Forwarding of NNPCF confidential messages to external locations/persons
- Distributing, disseminating or storing images, text or materials that might be considered indecent, pornographic, obscene, unlawful, or illegal use of email, conventional Mail and all social media formats
- Distributing, disseminating or storing images, text or materials that might be considered discriminatory, offensive, abusive, bullying or intimidating in that the context is a personal attack or might be considered as harassment or otherwise
- Accessing copyright information in a way that violates the copyright, unauthorised use NNPCF systems, or unauthorised use of a password/mailbox/social media
- Broadcasting unsolicited personal views on social, political, religious or other non- business-related matters (in accordance with our conflict of interest policy and anything in contravention of the participation grant contract regulations)
- 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 organisational network

## BREACH OF POLICY

**NNPCF reserves the right to remove, edit, or otherwise alter content deemed inappropriate for any reason, without notification.** Where possible, administrators will discuss concerns or required actions with all appropriate parties/individuals.

Any individual, organisation, or other to be deemed in breach of the above may be liable to the below actions:

- Request for individual to edit post/comment
- Post/Comment may be hidden or removed from public viewing
- Temporary restriction from posting / commenting on NNPCF social media accounts
- Removal from closed social media groups relating to NNPCF



- Being blocked from open and closed NNPCF social media accounts
- Formal complaints route as per social media platform (if appropriate)
- Formal complaints route as per representative organisation (such as your own Parent Carer Forum or any other organisational body)
- Legal action where appropriate

## AGREEMENT

All NNPCF steering group, national representatives, employees, and nominated others who communicate on behalf of NNPCF through social media, or otherwise, do so on the understanding they agree to and abide by this policy at all times.

This policy will be reviewed annually and amended only when appropriate to do so. A hard copy including handwritten signatures will be held at our central office. An electronic copy with electronic signatures will be held within our internal policy documents managed and stored by our Programme Administrators on a dedicated server.

Date this policy adopted by the Steering Group: April 2018

(All Steering Group Representatives and National Representatives to sign)



National Network of Parent Carer Forums  
'Our Strength Is Our Shared Experience'

Name	Role	Date	Signature