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Social Media Policy

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This policy outlines the standards members of Waltham Forest Parent Forum (WFPF) must observe when using WFPF social media.

Introduction

WFPF recognises the numerous benefits and opportunities which a social media presence offers. The purpose of this policy is to explain how we use social media, our posting guidelines and moderation policy for user-generated content.

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 web-articles, Google+, Facebook, Twitter, YouTube, Instagram, Pinterest, Flickr and LinkedIn.

How we use social media

We use social media channels such as Facebook, Twitter and third-party discussion forums 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 mutual support.

We do not pre-moderate user-generated content before it goes “live”. 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 WFPF are for general informational purposes only and are not meant as a substitute for professional advice.

Posting guidelines

Whilst we want our Facebook pages to be an open and honest space, 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
- Comments that suggest or encourage illegal activity
- False or derogatory statements about any person or organisation
- Comments which are off topic or unrelated
- Repetitive posts copied and pasted or duplicated by single or multiple users (unless it advertises a forum event)
- Comments which amount to bullying or harassment
- Comments which impersonate or falsely claim to represent a person or organisation
- Comments or posts which are party political
- Comments or posts which encourage protesting, campaigning or other activities which do not promote the forum's ethos of participation
- Comments of a party political nature
- 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 that might be misconstrued in a way that could damage the reputation of WFPF, even indirectly

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 post photos of other people, especially children, even if taken at WFPF events.
- If you want to talk off topic with someone, please message them privately.
- You must not forward WFPF confidential messages to external locations
- Content in social media that disparages or reflects poorly on WFPF will be reported to the Steering Group for action
- Forum members should not link their personal social media to any WFPF social media.

Moderation policy

WFPF members administer our social media channels and act as moderators.

We do not pre-moderate user-generated content before it goes live. However, all channels are monitored regularly.

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

We will remove members from our social media channels if we feel they 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 and suggest how the content could be re-phrased so that it can be published.

Safeguarding

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