



Social Media Policy

PURPOSE:

- Nottinghamshire Participation Hub (NPH) recognises that the use of networking sites is a growing phenomenon and is increasingly used as a communication tool 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 NPH.

POLICY:

This policy is intended to help the NPH steering group, sub hub and wider membership, non-regional representatives and employees (i.e. anyone who is a representative, has a role or is employed by NPH) 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 NPH website and any other relevant social media.

This policy outlines the standards the steering group, sub hub and wider NPH membership non-regional representatives and employees must observe when using NPH social media.

NPH accept that the use of email and all social media is a valuable communication tool. Use of NPH signatory's, logo, email, conventional mail and all social media formats by the steering group, non-regional representatives or employees of NPH are permitted and encouraged where such use supports the goals and objectives of NPH. However use of the NPH signatory, logo must not be used when undertaking local forum or personal activity. Misuse of this facility can have a negative impact upon the steering group, sub hub and wider NPH membership non-regional representatives and employee's productivity, morale and the reputation of NPH. They should only be used in connection with NPH regional and national business to do with and including meetings, events or keynote speaking.

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

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

