



1. Appendix 3 – Social media & Digital Safety policy

MCT DURHAM PCF recognise that the use of the internet & 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 to reach out and interact with people and other groups.

With the development of our own MCT email accounts, website, Facebook page, Twitter / X account, Instagram account and Tik Tok 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 MCT email accounts, website, Facebook page, Twitter / X account, Instagram account and Tik Tok account, but all on-line communications where members are representing MCT.

The Information email will be the responsibility of the Admin and MCT steering group who will correspond by returning the email or a phone call.

Policy:

This policy is intended to help the MCT representatives 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, LinkedIn, Google+ Flickr, YouTube, Tik Tok etc. This includes the MCT website and any other relevant social media.

This policy outlines the standards MCT representatives must observe when using MCT social media.

MCT accept that the use of email and all social media is a valuable communication tool. Use of MCT signatories, logo, email, conventional mail and all social media formats by MCT steering group are permitted and encouraged where such use supports the goals and objectives of MCT. However, misuse of this facility can have a negative impact upon representatives' productivity, morale and the reputation of MCT.

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

- ❖ comply with current legislation.

- ❖ use email, conventional mail and all social media formats in an acceptable way.
- ❖ do not create unnecessary risk to MCT by their misuse of the internet.
- ❖ do not represent personal views as the views of MCT.
- ❖ Get signed permission if using photos or images of individuals on social media or website.

The MCT steering group shall name at least two named administrators who will have the responsibility of posting of information etc and the oversight and monitoring of posts on the Facebook page , Tik Tok, Twitter / X & Instagram accounts, and also other members of the Steering Group who may be able to substitute if one of the named administrators is unavailable. All of MCTs social media and website password protected, and passwords changed regular to enable full safety whilst following our GDPR policy.

Minimum Posting Guidelines

Social Media Type	Recommended minimum Frequency	Recommended Optimal Frequency
Facebook page	21 x per week	2 x per day
Twitter / X account	1 x per week	1 x per week
Tik Tok	1 x per week	1 x per week
Instagram account	1 x per week	1 x per week

MCT reserves the right to remove, edit, or otherwise alter content deemed inappropriate for any reason, without notification. The administrators will have the responsibility for the monitoring of social media pages and will instigate the removal, editing or modification of content that is inappropriate.

Unacceptable Behaviour

If a breach of the Social Media Policy has been made by a representative of MCT with a behaviour which is deemed unacceptable, the committee shall investigate the complaint, and where necessary take disciplinary action in line with the MCT Code of Conduct, Constitution and compliments and complaints policy. Unacceptable behaviours are listed below:

- ❖ Use of MCT communications systems to set up personal businesses or send chain letters.
- ❖ forwarding of MCT confidential messages to external locations
- ❖ distributing, disseminating or storing images, text or materials that would be considered indecent, pornographic, obscene or illegal use of email, conventional mail and all social media formats in an acceptable way.

- ❖ distributing, disseminating or storing images, text or materials that would 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 MCT system or unauthorized use of a password/mailbox
- ❖ broadcasting unsolicited personal views on social, political, religious or other non-business related matters
- ❖ 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 corporate network
- ❖ Use of individual or organisational images for personal use or for MCT without prior consent

Facebook

MCT will maintain an open page and closed group on the social media site Facebook.

The open page will be open to public viewing. This page will generally facilitate the posting of MCT events, information, articles and local, regional and national appropriate correspondence.

Where there are issues/concerns raised on the Facebook page, the agreed criteria with the Local Authority are listed below. The administrators will raise the concerns to the committee and a course of action will be agreed. Where agreed, the Officers of MCT will raise the concern / issue with the appropriate Head of Service at the Local Authority, Health and social care.

- ❖ At Least 10 posts on the topic over two-week period maximum
- ❖ The intensity of views
- ❖ Posts driven by an occasion (e.g. Transport, Education, Health And Social Care Plans (EHC Plans), Short Breaks, Respite, Special Educational Needs (SEN) Support
- ❖ Likelihood of families being put at a significant disadvantage if we don't act in some way
- ❖ The issue is likely, but not always, to be something SEN can do something about directly (e.g. they could do something if many families raise an issue about a particular school or college. We could also raise a topic like insufficient funding from Central Government for SEN support for those who do not have an EHC Plan.
- ❖ The identity of the family will always be protected unless they consent to having their names passed on

The MCT open Facebook page will be open for anybody to like and maintain access to the page.

Reporting

MCT is committed to safeguarding children and young people and ensuring they are protected from harm at all times. We want parents and carers who we support and organisations who work with us to have confidence in us as a safe organisation.

To this end we will always report any concerns regarding those who may be vulnerable and who volunteer with us and also any tweets or comments on social media that give us any cause for concern.

Our line for reporting safeguarding concerns is Durham County Council.

We follow all NNPCF procedure policies. See their Safeguarding Policy for further information and support.

To report an issue with anything posted on MCT social media accounts or website please email info@mctdurham.co.uk.

Agreement

All MCT representatives who use MCT logo on emails, use on-line services and communicate on behalf of MCT do so on the understanding they agree to abide by this policy at all times.

Review of policy or procedure

Date of last review	18/4/23
Date of next review	AGM 2 nd July 2024
Date it was first implemented	5/7/22
Author(s)	MCT Durham PCF CIO Trustees
Audience	All MCT Durham PCF CIO Trustees and Volunteers