

# **Listen4Change: Social Media and Acceptable Use Policy**



## **Introduction**

As Listen 4 Change continues to develop, our use of email and social media applications is increasing providing opportunities to improve the way we communicate, reach out and interact with people and other groups. Whilst these platforms and tools provide exciting opportunities, they are accompanied by risks and negative consequences if utilised inappropriately by users. This policy will provide guidelines for acceptable use, not only for our own email, Website, Facebook pages or group and Twitter account, but all on-line social networking communications as they relate to Listen 4 Change.

For the purposes of this Policy, the term “social media”, relates to all online platforms involving user generated content, not just the more recognised sites like Facebook, Twitter etc. Review sites, chatrooms, forums and blog entries etc., (this list is not exhaustive) are also within the scope of this policy.

## **Policy Purpose**

This policy is to help ensure that all Listen 4 Change steering group members, representatives, employees and contractors utilise social media in a responsible, safe and secure way. The policy defines the boundaries between professional and personal use to ensure that users understand the risks of using social media and how to minimise them.

## **Policy**

This policy applies to new and existing social media accounts. All users must ensure that any existing accounts are compliant with the requirements of this policy.

Use of Listen 4 Change’s signatory, logo, email, conventional mail and all social media formats by the steering group, employees and contractors of such are permitted and encouraged where such use supports the goals and objectives of the Forum. However, the Listen 4 Change signatory, logo and central e-mail account must not be used when undertaking personal activity. Misuse of this facility can have a negative impact upon the steering group, representatives and employee morale and the reputation of Listen 4 Change and is considered a breach of the Steering Group Members and Parent Representatives Code of Conduct. They should only be used in connection with our regional and national business. Whenever such representatives and employees use Listen 4 Change social media, even for personal messages, they do so as Listen 4 Change representatives. They must ensure that they:

- do not create unnecessary risk to Listen 4 Change by their misuse of the internet
- do not represent personal views as the views of Listen 4 Change

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 policy guidelines. We are not liable for user-generated content. We make no commitment to respond to every individual comment, message, post or tweet.

## **Unacceptable behaviours include but not limited to:**

- Use of Listen 4 Change communications systems to set up or manage personal business or send chain letters

- Forwarding of Listen 4 Change confidential messages to external locations
- Distributing, disseminating or storing images, text or materials that might be considered indecent, pornographic, obscene 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, 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 Listen 4 Change systems 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
- Knowingly or negligently introducing any form of computer virus or malware into the corporate network
- Sharing confidential or personal information about other people, including photos, unless you have been given consent to do so.

## **Agreement**

All Listen 4 Change steering group members, representatives and employees who use Listen 4 Change logo on emails, use on-line services, or communicate on behalf of Listen 4 Change do so on the understanding they agree to abide by this policy at all times.

## **Review**

The Social Media Policy will be reviewed annually by the Steering Group.

**Agreed on: 10<sup>th</sup> February 2025**

**Agreed by: The Steering Group**