



Social Media Policy

Slough SEND PCF recognises social media* as an important means of communication for the organisation (a business use) and something any employee may wish to use in their own personal capacity (personal private use).

Slough PCF acknowledges that the use of social media to be positive in providing the user with opportunities, however there can be associated dangers when this use is abused. This policy outlines the acceptable use of social media.

This policy outlines the standards that must be followed by all staff, steering group members, parent carer representatives and volunteers when using Slough PCF's social media channels, and personal accounts.

All forum staff, steering group members, parent carer representatives and volunteers using social media **must**;

- Comply with all current legislation
- Not represent personal views as the views of Slough SEND PCF
- Not misuse social media to cause any risk to Slough SEND PCF
- Ensure that when posting forum business on their personal social media they do so under the terms of this policy, and they must make it clear they are posting as a forum representative

All forum staff, steering group members, parent carer representatives and volunteers using social media **must not**;

- Conduct themselves in a way that is potentially detrimental to Slough PCF or brings them into disrepute
- Like images, video clips or links to other content that are inappropriate or damaging to Slough SEND PCF
- Make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments, towards stakeholders or partner agencies
- Make any comments that could constitute unlawful discrimination, harassment or bullying
- Allow their engagement with social media to harm working relationships with or between staff, steering group members, parent carer representatives, Slough SEND PCF members and our partner agencies
- Use social media as a method of sharing or disclosing personal information about staff, steering group members, parent carer representatives, Slough PCF members and our partner agencies
- Maintain the publication of any content that breaches this policy if asked to withdraw publication by Slough SEND PCF



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All forum staff, steering group members, parent carer representatives and volunteers using social media must not show any unacceptable behaviour, including.

- Using forum social media to set up their own personal business
- Forwarding forum confidential messages to external addresses
- Breaking copyright laws
- Deliberately installing computer malware or viruses onto Slough PCF social media or website

**Social media refers to the use of all social networks, messaging services, blogs and forums, including Facebook, Twitter, WhatsApp, Instagram - this is not an exhaustive list.*

Approved: 13/05/2026

Responsibility of: Steering Group

Next review date: 01/05/2027