

National Association of Health Play Specialists

Social Media and Email Policy - Members

Context and Overview

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Introduction

The National Association of Health Play Specialists (NAHPS) uses social media in its work and recognises that those who are involved in its work as members may also use social media either as part of their role or in their private lives. A written policy is therefore required for members of NAHPS on the acceptable use of social networking.

NAHPS encourages the responsible use of social media. The purpose of this policy is to set out how NAHPS will use social media to connect with members of the association.

1. Policy statement

1.1 NAHPS recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our work using a wide variety of social media, such as Facebook, Twitter and occasionally, blogs.

1.2 Inappropriate use of social media can pose risks to our reputation and can jeopardise our compliance with legal obligations.

1.3 Only the Chair, Vice-Chair and Social Media Officers are permitted to directly post social media content onto the NAHPS Facebook and Twitter platforms and action responses to comments from the public.

2. Who is covered by the Policy?

2.1 This policy covers NAHPS members

3. Scope and purpose of the Policy

3.1 This policy deals with the use of all forms of social media, including Facebook, YouTube, Twitter and all other social networking sites, and all other internet postings, including blogs.

3.2 It applies to the use of social media for members if the content contains information relating to NAHPS business.

3.3 If a member is found to be in breach of this policy the Chair or Vice-Chair of NAHPS will address this with the member who has breached the policy.

3.4 NEC members may be required to remove internet postings which are deemed to constitute a breach of this policy.

3.5 This policy links to all other policies therefore social media should never be used in a way that breaches any of our other policies such as equal opportunities, data protection etc.

4. Personnel responsible for implementing the Policy

4.1 The Chair, Vice-Chair and Social Media Officers have a specific responsibility for operating within the boundaries of this policy, ensuring that all members understand the standards of behaviour expected of them and taking action when behaviour falls below this.

4.2 All members of NAHPS are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to the Chair or Vice-Chair of NAHPS.

5. Guidelines for responsible use of social media

The following sections of the policy provide NAHPS members with common-sense guidelines and recommendations for using social media responsibly and safely.

5.1 We want you to help protect our reputation. NAHPS members must not post disparaging or defamatory statements about:

a the Organisation;

b NAHPS members past or present;

c other affiliates and stakeholders.

5.2 NAHPS members are personally responsible for what they communicate in social media (as part of their role or on personal sites). Remember that what you publish might be available to be read by the masses, including colleagues, volunteers, future employers and social acquaintances for a long time. Keep this in mind before you post content.

5.3 A publicity consent form must be obtained prior to posting images or text which may be used on social media.

5.4 NAHPS does not permit tagging of vulnerable adults or anyone under the age of 18.

5.5 NAHPS members are not permitted to set up social media accounts for NAHPS purposes without prior consultation with the Chair or Vice-Chair of NAHPS. .

5.6 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with the Chair or Vice-Chair of NAHPS.

5.7 If you see content in social media that disparages or reflects poorly on NAHPS or affiliated charities, you should report it to the social media officers who will then inform the Chair or Vice-Chair of NAHPS. All NAHPS members are responsible for protecting our reputation.

5.13 NEC members are not permitted to access or store information on members or affiliates of NAHPS that would breach data protection. This information is held securely by the membership secretary and treasurer and complies with the General Data Protection Regulations 2018.

6.Email Usage

6.1 NAHPS NEC email addresses are clearly stated on the NAHPS website.

6.2 NAHPS encourages communication via email from all members and emails will be responded to in a timely manner.

6.3 NAHPS NEC Members use a secure email platform for all email correspondence.