



SOCIAL MEDIA POLICY

Aim

The aim of this Policy is to set out a Code of Practice to provide guidance to staff and parish councillors in the use of online communications, collectively referred to as social media. Social media is a collective term used to describe methods of publishing on the internet. The policy covers all forms of social media and social networking sites which include (but are not limited to):

- Parish Council website
- Facebook
- Myspace and other social networking sites
- Twitter and other micro blogging sites
- YouTube and other video clips and podcast sites
- LinkedIn
- Blogs and discussion forums and Parish Council emails

Who does it apply to?

The Policy applies to parish councillors and all council staff. It is also intended for guidance for others communicating with the Parish Council. The policy sits alongside relevant existing policies which need to be taken into consideration.

The use of social media will not replace existing forms of communication. The Parish Council Newsletter will remain the main media for communicating information about the Parish Council. The website and other forms of social media will be used to enhance communication. Therefore, existing means of communication should continue with social media being an additional option.

The Use of Social Media

1. The Council will appoint nominated Councillors as moderator(s). They will be responsible for posting and monitoring of the content ensuring it complies with the Social Media Policy. The moderator will have authority to remove any posts made by third parties from our social media pages which are deemed to be of a defamatory, libellous nature. Such posts will also be reported to the Hosts (i.e. Facebook) and the clerk.
2. The Council will appoint a nominated "Webmaster" to maintain and update the Parish Council Website.
3. The social media may be used to –
 - Post minutes and dates of meetings
 - Advertise events and activities



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- Good news stories linked website or press page
- Vacancies
- Retweeting or 'share' information from partners i.e. Police, Library and Health etc.
- Announcing new information.
- Post or Share information from other Parish related community groups/clubs/associations/bodies e.g. schools, sports clubs and community groups
- Refer resident queries to the clerk and all other councillors

Facebook will be used to support the website information above.

Guidance for Councillors using the Council's Social Media Presence

1. Individual Parish Councillors are responsible for what they post. Councillors are personally responsible for any online activity conducted via their published e-mail address which is used for council business.
2. All social media sites in use should be checked and updated on a regular basis and ensure that the security settings are in place.
3. When participating in any online communication;
 - Be responsible and respectful; be direct, informative, brief and transparent.
 - Always disclose your identity and affiliation to the Parish Council. Never make false or misleading statements.
 - Parish Councillors should not present themselves in a way that might cause embarrassment. All Parish Councillors need to be mindful of the information they post on sites and make sure personal opinions are not published as being that of the Council or bring the Council into disrepute or is contrary to the Council's Code of Conduct or any other Policies.
 - Keep the tone of your comments respectful and informative, never condescending or "loud." Use sentence case format, not capital letters, or write in red to emphasis points.
 - Refrain from posting controversial or potentially inflammatory remarks. Language that may be deemed as offensive relating to race, sexuality, disability, gender, age or religion or belief should not be published on any social media site.
 - Avoid personal attacks, online fights and hostile communications.
 - Never use an individual's name unless you have written permission to do so.
 - Permission to publish photographs or videos on social media sites should be sought from the persons or organisations in the video or photograph before being uploaded.
5. Respect the privacy of other councillors and residents.
6. Do not post any information or conduct any online activity that may violate laws or regulations, see below libel and copyright.



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7. Residents and councillors should note that not all communication requires a response.

- There will not be immediate responses to communications as they may be discussed by the Parish Council and all responses will be agreed by the Parish Council and included in the minutes of the meeting
- The parish clerk and the moderators will be responsible for all final published responses.
- If a matter needs further consideration it may be raised as a full agenda item for consideration by the Parish Council. The poster shall be informed via the page or direct message that this is the case.
- If the moderator feels unable to answer a post for example of a contentious nature this shall be referred to the parish clerk. The poster will have informed by way of response to this fact and also be invited to correspond with the parish clerk directly.

8. The nominated moderator or moderators shall

- Remove any negative posts which may contain personal and inflammatory remarks, libellous or defamatory information without further comment or notification
- Spell and grammar check everything
- Correct any errors promptly.

9. Councillors or parishioners who have any concerns regarding content placed on social media sites should report them to the Clerk of the Council. Misuse of such sites in a manner that is contrary to this and other policies could result in action being taken.

This policy is cross-referenced to the following Balsall Parish Council's adopted policies and procedures:

- Email Policy
- Communications Policy
- Equal Opportunities Policy
- Code of Conduct

Approved: 14 March 2018

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