



Rawcliffe Parish Council

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Social Media Policy

Aims of this Policy:

The aim of this Policy is to set out a Code of Practice is to provide guidance to Rawcliffe 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 is not limited to):

- Parish Council Website
- Facebook, and other social networking sites
- Twitter and other micro blogging sites
- YouTube and other video clips and podcast sites
- LinkedIn
- Bloggs and discussion forums
- Parish Council Emails

The principles of the Policy apply to Parish Councillors and The Clerk to the Council. It is also intended for guidance for others communicating with the Parish Council. The policy sits alongside relevant existing polices which need to be taken into consideration.

Social Media content will require a volunteer to update and monitor the social media sites.

The use of social media is not to replace existing forms of communication The Parish Council

The Parish Council website, noticeboards and newsletter will remain the main media for the purpose of communicating information about the Parish Council. Other forms of social media will be used to enhance communication.

The Rawcliffe Parish Council Members' Code of Conduct applies to online activity in the same way it does to other written or verbal communication. Online content should be objective, balanced, informative and accurate.

Rawcliffe Parish Council Social Media Policy:

1. The Council will appoint a nominated Councillor or 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 post will also be reported to the Hosts (i.e. Facebook) and the clerk.

2. The social media may be used to

- Post minutes and dates of meetings
- Advertise events and activities
- 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

3. Facebook will be used to support the website information above.

4. Emails will be used to distribute information of council business.

5. 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. Councillors are strongly advised to have separate council and personal email addresses.

Code of Practice - Guidance when using social media (including email).

1. All social media sites in use should be checked and updated on a regular basis and ensure that the security settings are in place.

2. When participating in any online communication:

a. Be responsible and respectful; be direct, informative, brief and transparent.

b. Always disclose your identity and affiliation to the Parish Council.

c. Never make false or misleading statements.

d. Parish Councillors should not present themselves in a way that might cause embarrassment or bring the parish council into disrepute.

e. All Parish Councillors need to be mindful of the information they post on sites and ensure 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.

f. 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.

g. Refrain from posting controversial or potentially inflammatory remarks. Language that may be deemed as offensive relating in particular to race, sexuality, disability, gender, age or religion or belief should not be published on any social media site.

h. Avoid personal attacks, online fights and hostile communications.

i. Never use an individual's name unless you have written permission to do so.

j. 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.

k. Respect the privacy of other councillors and residents.

l. Do not post any information or conduct any online activity that may violate laws or regulations, see below libel and copyright.

3. Residents and Councillors should note that not all communication requires a response.

a. There may not be immediate responses to communications as a response may need to be considered by the Parish Council at its next meeting (if in doubt, contact Clerk for clarification)

b. The Parish Clerk and the moderators will be responsible for all final published responses.

c. If a matter needs further consideration it may be raised as an agenda item for consideration by a quorum of Councillors; the Poster shall be informed via the page or direct message that this is the case and be invited to correspond with the Parish Clerk directly.

4. The nominated moderator or moderators shall:

a. Remove any negative posts which may contain personal and inflammatory remarks, libellous or defamatory information without further comment or notification.

b. Spell and grammar check everything.

c. Correct any errors promptly.

5. 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.

The Policy will be reviewed annually.

Approved and adopted August 2017