

TALATON PARISH COUNCIL

SOCIAL MEDIA POLICY

The aim of this Policy is to set out a Code of Practice to provide guidance to the Parish Clerk (‘the Clerk’) and Parish Councillors (‘the Councillors’) of Talaton Parish Council (‘the Council’) 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 the Council engages with now, or may do so in the future and which may include (but are not limited to):

- The Council Website (‘the Website’)
- Facebook, Myspace and other social networking sites
- Twitter and other micro blogging sites
- Youtube and other video clips and podcast sites
- LinkedIn
- Bloggs and discussion forums
- Council Emails

Who does it apply to?

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

Use of Social Media

The use of social media will not replace existing forms of communication. 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 Policy

1. The Council will appoint the Clerk or a 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 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 also the Clerk.
2. Access to the Website will be limited to the following persons:- The Clerk and Cllr Lenehan who will maintain and update the Website; Cllr Gray who will have access to the Website to upload photographs only (subject to the relevant consent(s) being obtained as set out in the Council’s

Photography Policy) and parishioners Andy and Jan May who will maintain and update the Neighbourhood Watch page only;

Under the Transparency Code for Parish Councils with an annual turnover of less than £25K there are requirements for specified information and documents to be posted on a council website. There is a different requirement for a councils with a turnover of more than £200,000, though at the date of this Policy no documents have been specified for councils with a turnover of between £25K and under £200,000.

Social media may be used to:

- Post minutes and dates of meetings
- Advertise events and activities
- 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. **Emails** will be used to distribute information of council business. **Guidance for**

Councillors using the Council's Social Media Presence

Individual 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, and adhere to **The Members' Code of Conduct**

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;

- a. Be responsible and respectful; be direct, informative, brief and transparent.
- b. Always disclose your identity and affiliation to the Council. Never make false or misleading statements.
- c. Councillors should not present themselves in a way that might cause embarrassment. All 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.
- d. 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.

- e. 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.
 - f. Avoid personal attacks, online fights and hostile communications.
 - g. Never use an individual's name unless you have written permission to do so.
 - h. Permission to publish photographs or videos on social media sites should be obtained from the persons or organisations in the video or photograph before being uploaded. The Council's Consent Form must be used for this purpose
4. Respect the privacy of other Councillors and residents
5. Do not post any information or conduct any online activity that may violate laws or regulations
6. Residents and Councillors should note that not all communication requires a response.
- a. There will not be immediate responses to communications as they may be discussed by the Council and all responses will be agreed by the Council.
 - b. The Clerk and the moderators will be responsible for all final published responses.
 - c. If a matter needs further consideration it may be raised at either the open forum or as a full agenda item for consideration by a quorum of Councillors. Again the poster shall be informed via the page or direct message that this is the case.
 - d. If the moderator feels unable to answer a post for example of a contentious nature this shall be referred to the Clerk. The poster will be informed by way of response to this fact and also be invited to correspond with the Clerk directly.
 - e. Some communication from residents and other third parties may be required to be discussed at a Council meeting. When this is necessary the item will be placed on the next available agenda. Any response will then be included in the minutes of the meeting.
7. 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.
- a. Spell and grammar check everything
 - b. Correct any errors promptly.
8. Councillors or parishioners who have any concerns regarding content placed on social media sites should report them to the Clerk . Misuse of such sites in a manner that is contrary to this and other policies could result in action being taken.

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