

Chrishall Parish Council (CPC) Social Media Policy January 2022

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1. Introduction

Social media is a term for websites based on user participation and user-generated content, including social media sites and other sites that are centred on user interaction.

This policy is intended to help Councillors and Council staff make appropriate decisions about the use of social media, and to outline Chrishall Parish Council's position on various aspects of its use, including the management of comments made by members of the public when using CPC's social media sites.

It includes standards and guidelines for Councillors and Council staff to observe when using social media as a channel for communication with the public and the actions that should be taken in response to breaches of this policy.

This policy covers all forms of social media and social networking sites which include:

Chrishall Parish Council website
Facebook
Email

This policy supplements and should be read in conjunction with all other policies and procedures adopted by Chrishall Parish Council. The current Code of Conduct applies to online activity in the same way it does to other written or verbal communication.

This policy may be amended at any time.

2. How Social Media will be used by the Council

Social media may be used for:

- Engagement with individuals and communities for the promotion of Council-based services, decisions and actions
- Supporting local democracy

- Distribute in whole or part information from council notices, agendas, approved minutes and dates of meetings
- Information specifically agreed to be communicated via social media at Council meetings
- Advertising events and activities that CPC has organised or co-organised, or supports as being beneficial for the community
- Sharing good news stories relevant to the local area
- Announcing new information relevant to people living in or around the Chrishall area
- Providing and exchanging information about local services and events
- Support community cohesion, neighbourliness and resilience
- Promoting cultural events or tourism in the area
- Advertising vacancies
- Sharing relevant information from partner agencies such as Principal Authorities, Police, Library, Health etc.
- Sharing relevant information from local community groups for community benefit such as information from community associations, community groups, schools, sports clubs and charities
- Link to appropriate websites and other social media accounts of sites or organisations that meet the council's expectations of conduct

Other items that the council sees fit to post on its social media pages to the Clerk or to Council members if required.

Chrishall Parish Council primarily runs its social media pages so that it can pass information on to residents quickly. Residents wishing to contact the Parish Clerk can do so by email, by using the Contact form on the website, by contacting a Parish Councillor or by attending a Parish Council meeting.

3. Covered by this policy

The principles of this policy apply to elected and co-opted Parish Councillors, council staff and volunteers.

All Councillors and staff are expected to comply with this policy at all times to protect the reputation, privacy, confidentiality and interests of the council, its services, employees, partners and community.

Individual Parish Councillors and council staff are responsible for what they post, both in a council and personal capacity.

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The behaviour required in the Councillors Code of Conduct shall apply to online activity in the same way it does to other written or verbal communication. Councillors will bear in mind that inappropriate conduct can still attract adverse publicity, even where the code does not apply.

Councillors and staff must remember that communications on the internet are permanent and public.

A Councillor or council staff member's behaviour on any social media site must be consistent with the behaviour required generally.

4. Code of Practice

When using social media, Councillors and staff must be mindful of the information they post in both a personal and council capacity and keep the tone of any comments respectful and informative.

Councillors and staff should not post comments that they would not be prepared to make in writing or face-to-face.

When participating in online communication, Councillors and staff must:

- Be responsible and respectful, ensuring posts are positive, informative and balanced
- Respect the privacy of other councillors, staff and residents
- Keep the tone of comments respectful and informative, never condescending or 'loud' i.e. use sentence case format and not write in capital letters or red to emphasise points

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- Give out the personal data of others on social media, including home address and telephone numbers.
- Use an individual's name in social media communications or post information about an individual unless given written permission to do so (publishing personal data of individuals without permission is a breach of Data Protection legislation)

3

- Present personal opinions as that of Chrishall Parish Council. If a Councillor or member of staff communicates online personally, and not in the role as a Councillor or member of council staff, they must not claim to act or give the impression that they are acting as a representative of the Council i.e. they should not include web links to official Council websites, Council logos, Council email addresses or any other Council identification as this may give or reinforce the impression that they are representing the Council.
- Present themselves in a way that might cause embarrassment to the Council; they must protect the good reputation of the Council
- Make false or misleading statements

- Post personal or political content, content that is contrary to the democratic decisions of the council or post controversial or potentially inflammatory remarks
- Make derogatory, defamatory, discriminatory or offensive comments about any person including council staff, councillors, the council or about the people, businesses and agencies the council works with and serves, or post online activity that constitutes bullying or harassment. Language that may be deemed offensive relating in particular to race, sexuality, disability, gender, age or religion or belief should not be published on any social media site
- Engage in personal attacks, online fights, hostile communications or in any way allow their interaction on websites or blogs to damage their working relationships with others
- Publish photographs or videos of minors without parental permission
- Post obscene material (publication of some obscene material is a criminal offence and is subject to a custodial sentence)
- Conduct any online activity that violates laws, regulations or that constitutes a criminal offence
- Bring the council into disrepute, including through content posted in a personal capacity

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5. Managing Social Media Accounts

The Parish Clerk/moderator will be responsible for posting content on the council website.

The Council will appoint a moderator to moderate Parish Council social media output and be responsible for posting and monitoring content to ensure it complies with the Social Media Policy.

Councillors may assist the Parish Clerk in disseminating information. However, all must ensure they follow this policy.

No social media account details may be changed without the permission of the Parish Clerk or full council.

This policy will be reviewed on an annual basis. Next due March 2023.