

Aston Clinton Parish Council
Social Media Policy
1 February 2017

1. Introduction

- 1.1 This Social Media Policy applies to all employees, councillors' contractors and agents of Parish Council ("the Parish Council") who use social media ("Users").
- 1.2 This Social Media Policy exists to address the use by Users of all types of social network and social media platforms including, but not limited to, Facebook, Twitter, LinkedIn, Google+, Pinterest, Tumblr, Instagram(collectively, "Social Media").
- 1.3 The purpose of this Social Media Policy is to minimise the various risks to the Parish Council presented by Social Media usage.

2. General Principles

There are certain general principles that all Users should keep in mind when using Social Media. The Parish Council expects all Users to:

- 2.1 Use Social Media responsibly and professionally, and at all times in accordance with their duties;
- 2.2 Be mindful of what constitutes confidential, restricted or other proprietary information and ensure that such information is never disseminated over Social Media without the express consent of the Chairman or the Clerk of the Parish Council (the Parish Clerk)
- 2.3 Ensure that their use of Social Media does not breach any other of the Parish Council's policies.
- 2.4 Ensure that their use of Social Media does not breach any other laws, regulatory requirements, or other applicable rules set out by regulatory bodies and other organisations
- 2.5 Ensure that they do not breach any copyright or other intellectual property rights when using Social Media;
- 2.6 Be mindful of the fact that any communication may be relied upon in court, to the advantage or detriment of the individual or the Parish Council, and conduct their use of Social Media accordingly.

3. Business Social Media Use

- 3.1 Use of Social Media for business purposes must comply with the provisions of this Social Media Policy at all times.
- 3.2 Users using Social Media on behalf of the Parish Council may from time to time be required to interact with other internet users via Social Media, for example, in response to posts or enquiries regarding the Parish Council. In such event, no User using Social Media on behalf of the Parish Council should respond to such communications, without first consulting the relevant

individual and/or department unless they are fully knowledgeable of the relevant topic and suitably qualified to respond. If there is any doubt do not respond before consulting with the Chairman or the Parish Clerk.

4. Acceptable Use of Social Media

- 4.1 Unless specifically instructed to do so Users should make it clear that they are posting on Social Media as themselves, not as the Parish Council, and that all views expressed on Social Media by that User are the author's own and do not necessarily reflect the views of the Parish Council.
- 4.2 Unless using Social Media on behalf of the Parish Council, Users should not use any Social Media accounts belonging to, or otherwise associated with, the Parish Council.
- 4.3 Parish Council email addresses may not be used to sign up to any Social Media websites.
- 4.4 Users should always be respectful to others when using Social Media and should always be mindful of the fact that their association with the Parish Council may be known to anyone at any time. The conduct of all Users on Social Media may reflect on the Parish Council, whether positive or negative. This applies whether a User is using Social Media for business purposes or for personal purposes, whether during working hours or otherwise.
- 4.5 If a User is unsure as to the appropriateness of a post or any other Social Media activity with respect to this Social Media Policy, they should consult the Chairman or the Parish Clerk before continuing.

5. Unacceptable and Prohibited Use of Social Media

- 5.1 Users must not use Social Media to defame or otherwise disparage the Parish Council or any of its employees, contractors, agents, or other affiliated third parties and organisations.
- 5.2 Users must ensure that their use of Social Media does not damage the Parish Council, its interests, or its reputation, whether directly or indirectly, in any way.
- 5.3 As under paragraph 5.1, unless specifically instructed to do so, Users must not represent themselves on Social Media as the Parish Council or as posting on behalf of the Parish Council.
- 5.4 Users may not share confidential, commercially sensitive or other proprietary business information belonging to the Parish Council or any of its employees, contractors, agents, or other affiliated third parties and organisations on Social Media.
- 5.5 Users may not use any intellectual property belonging to the Parish Council on Social Media (including, but not limited to, trademarks and logos) unless specifically authorised to do so by the Chairman or the Parish Clerk.

6. Monitoring

- 6.1 The Parish Council may monitor Users' communications and internet usage (including, but not limited to Social Media) for the following reasons:

- 6.1.1 To ensure that Parish Council policies and guidelines are followed, and that standards of service are maintained;
- 6.1.2 To provide evidence of transactions and communications;
- 6.1.3 In order to better understand the requirements of the Parish Council in terms of the provision of computers, mobile devices, networks and other communications equipment and systems.

7. **Recruitment**

The Parish Council may use internet searches to carry out due diligence as part of its recruitment process. In these circumstances, the Parish Council will act in accordance with its equal opportunities and data protection obligations.

8. **Compliance**

- 8.1 Any questions regarding this Social Media Policy should be referred to the Chairman or the Parish Clerk.
- 8.2 If any User becomes aware of any content on Social Media that reflects poorly on the Parish Council or otherwise defames or disparages the Parish Council, they should contact the Chairman or the Parish Clerk.