



**HALTON**  
PARISH COUNCIL

# **SOCIAL MEDIA POLICY**

## REVIEW AND AMENDMENT RECORD

Reviewer / Amender	Date	Amendments
Full Council	24 May 2023	Adopted
Chair	4 Oct 2023	<p>AL1:</p> <p>Para 3:</p> <p>Removed all reference to HPC Official FB Page (now merged with Halton Hub).</p> <p>Councillors take on responsibility for posting content on their Areas of Responsibility.</p> <p>All Council social media posts to be under the HPC Corporate Banner.</p> <p>Postings to be iaw Para 7</p> <p>Para 5:</p> <p>Added Communications Lead</p> <p>Para 6:</p> <p>Additional information on moderator cover by the Clerk and Comms Team.</p> <p>Addition of item c.</p>

## INTRODUCTION

1. Social media and networking sites have become a regular part of everyday life and many people use sites such as Facebook, etc. The Parish Council aims to keep members of the community updated with what is happening within the Parish and local area and share important news and information. The Parish Council will make use of approved social media tools to quickly disseminate information but carefully control its use to minimise associated risks. The purpose of this policy is to provide guidance for officers and councillors on the use of social media.

## USE OF PARISH COUNCIL ACCOUNTS

2. Halton Parish Council will operate social media account(s) for the promotion of activities and events and as a communication tool. Acceptable corporate content is:

- a. News items and emergency information
- b. Good News stories
- c. Event listings
- d. Marketing campaigns
- e. Consultation documents
- f. Useful links, e.g. Fix My Street

3. The process for Facebook (FB) content was updated and approved by the Parish Council ((September 2023) when the **Halton Village Hub** became the Council's only Community FB Page. Acceptable corporate and community content is overseen and managed by the Council's Communication Lead. **Halton Councillors are responsible for posting content relating to their own areas of responsibility:**

- a. General and official council orientated posts are posted and managed by the Clerk.
- b. All items which the council wishes to share with the Community **are to be posted by Councillors under the Halton PC Corporate banner.**
- c. **Councillors unfamiliar with social media can forward their articles and photographs to members of the council's Communication Committee for creative sharing.**
- d. Items can be posted on the Halton Hub by **Councillors** and officially appointed volunteers in accordance with Paragraphs 5 **and 7.**

4. The Council's Twitter Account is run and managed by the Council's Communication Lead.

## CONTROLS

5. An official account on any social media website will be managed by the **Communications Lead**, or if unavailable the Parish Clerk. Volunteers, officially appointed to the Council's Communication Committee may assist the **Communications Lead** and the Parish Clerk to operate them. No account details, passwords etc may be changed without the permission of the **Communications Lead** or the Parish Clerk. All information published on the internet must comply with the Parish Council's confidentiality policy and data protection policy.

## SOCIAL MEDIA MODERATION POLICY

6. The Parish Council social media is moderated reactively; the Council cannot accept responsibility for comments posted by members of the public. The Parish Council works office hours Monday to Friday. **The Parish Clerk and the Communication Committee will check the**

Halton Hub daily during the working week but may not always be available to cover weekends. This may cause a slight delay in dealing with any unwelcome posts or comments. The Council reserves the right to report for removal comments received that:

- a. Contain abusive, obscene, indecent or offensive language.
- b. Contain abusive language and/or inappropriate comments directed towards an individual (be that employees, councillors or member of the public) or another organisation.
- c. Content that contravenes the rules of the FB site will be removed.

## **PERSONAL USE ON SOCIAL MEDIA**

7. Individual Councillors and staff may have their own social media accounts, but they should ensure they comply with this policy and remember they are expressing a personal view. If using social media for personal purposes unrelated to their Parish Council role, Councillors must not imply they are speaking for the Parish Council. Councillors should at all times present a professional image and not disclose anything of a confidential nature.