

**Swaffham Town Council****SOCIAL MEDIA POLICY****Twitter & Facebook**

Swaffham Town Council currently has three twitter accounts **@swaffhamclerk**, **@SwaffhamCouncil** and **@SwaffhamNPlan** operated by the Town Clerk, and **@SwaffhamMarket** operated by the Deputy Town Clerk, **@swaffhamevents** operated by the Project Support Officer, and **@marketsperint1** operated by the Market Superintendent.

There are Swaffham Market, Swaffham Council and Swaffham Neighbourhood Plan Facebook pages managed by the Town Clerk and Deputy Town Clerk and **What's Going On in Swaffham** managed by the Project Support Officer.

There may be other accounts agreed by the Council or Committees as deemed appropriate, staff will be delegated/authorised to manage the accounts by the Town Clerk. The Town Clerk also has delegated authority to authorise and withdraw administrative rights (to Councillors, Volunteers, Allotment holders or Market Traders) on Twitter & Facebook to maximise the Swaffham social media experience.

The Town Clerk is authorised to conduct in-house (or professionally supported) training on social media for delegated users for Community Groups or Council Committee; to support the work of the Town Council and the wider benefit of the Town.

The authorised Town Council Twitter and Facebook accounts will be used to help keep local residents, businesses, interested parties and visitors to the Town informed of important Town Council related news, events and updates.

Followers can expect Tweets or Posts covering some or all of the following:

- Alerts about new content on other digital networks, such as news, publications, events, photographs, links, publicity campaigns and Council/Committee meetings;
- Invitations to provide feedback on specific issues on which we are consulting;
- Information from Committees, the Mayor or Deputy Mayor, Lead Members or Chairs and Councillors about what they are doing;
- Occasional live coverage of events;
- Regular question and answer sessions on current topics;
- Council related queries dealt with promptly;
- Conversation on a wide range of topics, including methodology or ice breakers used to build relationships with key players or new contacts;
- Retweets, favourites, likes or shares on a variety of subjects at the discretion of the account operator, providing information of interest to followers; (N.B. Use of 'retweet', 'like', 'share' or 'favourite' buttons should not be seen as an endorsement, these are to share or store information)
- Confidential business will not be disclosed via any Twitter or Facebook account;
- Social media will not be used for personal gain.

The Town Council will not automatically follow back any followers, or use the like button on Facebook, this decision is at the discretion of the account operator. Being followed or liked does not imply any endorsement of any kind.

The Mayor, Deputy Mayor, Councillors and Council staff many have Twitter or Facebook accounts that they operate personally, they are duty bound to not disclose confidential business or to bring the Council into disrepute. The Code of Conduct will apply to all Social Media activity by Councillors and Council staff.

### **General guidelines**

The Twitter and Facebook accounts will be updated regularly and monitored on occasion during working hours, and/or remotely via secure connection on a computer, laptop, iPad or Smart Phone.

The last three Tweets of **@SwaffhamCouncil**, shall feature on the home page of the Council's website **www.swaffhamtowncouncil.gov.uk** and ever mindful of this the Town Clerk will try where possible to conclude conversation swiftly & replace with more general tweets.

Direct Messages on Twitter or via Messenger on Facebook will be monitored and answered where appropriate to do so. Personal criticism of Councillors and Staff will not be tolerated, complaints will be dealt with through the Town Council's complaints procedure or Staff Grievance and Disciplinary Procedures.

A new Twitter or Facebook account may be used to support or promote any aspect of the Council's administration, a new initiative or special event.

Inappropriate language or anything that might contravene libel, defamation, copyright or data protection laws will be removed and subject to reporting to the appropriate authority. In extreme cases, persistent offenders may be blocked and/or reported as appropriate.

Twitter and/or Facebook may occasionally be unavailable, and the Town Council accepts no responsibility for lack of service.

Feedback and ideas are welcomed from all sections of the community and the Town Council will endeavour to join the conversation where possible. However, it may not be possible to reply individually to all messages.

Emerging themes or relevant suggestions will be passed to the relevant persons or authorities.

Inappropriate use of Twitter or Facebook as deemed by the Town Council could be subject of disciplinary action against employees and appropriate Action against Councillors.

The general conduct of Staff and Councillors on Twitter and Facebook must not compromise the Council as a whole and/or bring the Council into disrepute.

### **Other Social Media sites**

Swaffham Town Council shall use other social media sites as they have in the past on Facebook and on Twitter and apply similar common-sense disciplines as described within this policy. In 2019-20 the Town Clerk will start to explore 'Instagram' and 'LinkedIn' and give the Town Council a presence to see if there is any positive impact.

### **Photographs / Video's**

A Photo & Video Release form is required as permission that Swaffham Town Council can use photographs, video's and names can be use in future print publications, online publications, presentations, websites & social media. See Appendix 1

# Appendix 1



## Swaffham Town Council

Town Hall, 4 London Street, Swaffham, Norfolk, PE37 7DQ  
Telephone 01760 722922 [www.swaffhamtowncouncil.gov.uk](http://www.swaffhamtowncouncil.gov.uk)

Council Office open: Mon 9.30-1pm, 1.30-4pm, Tue-Fri 9.30-1pm  
email: [enquiries@swaffhamtowncouncil.gov.uk](mailto:enquiries@swaffhamtowncouncil.gov.uk)



### Photo / Video Release Form for Minors (if under 18)

Swaffham Town Council has my permission to use my or my child's

photograph / video / name  
*(please circle all preferences)*

to publicly to promote the following:

.....

I understand that the images and / or videos may be used in

print publications / online publications / presentations / websites / social media.  
*(please circle all preferences)*

I also understand that no royalty, fee or other compensation shall become payable to me by reason of such use.

Parent/Guardian's Name: ..... Signature: .....  
*(please print)*

Child's Name: .....  
*(please print)*

Contact Number: .....

Address: .....

Date .....



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### Photo / Video Release Form - Adults

Swaffham Town Council has my permission to use my

photograph / video / name  
*(please circle all preferences)*

to publicly to promote the following:

.....

I understand that the images and / or videos may be used in

print publications / online publications / presentations / websites / social media.  
*(please circle all preferences)*

I also understand that no royalty, fee or other compensation shall become payable to me by reason of such use.

Name: ..... Signature: .....  
*(please print)*

Contact Number: .....

Address: .....

Date: .....

