

BURNISTON PARISH COUNCIL

Social Media (Facebook) Policy

1. This policy relates to the creation and management of the Facebook Page by the Burniston Parish Council.
2. The aim of this policy is to set down rules and regulations to ensure proper use of the Facebook Page.
3. The aim of the project is to use the Facebook Page to interact in a stronger way with the residents and to use it to advertise events and other projects of the Parish Council/community.

Content

4. The Facebook Page must show the following information in its header:
 - E-mail address: clerk@burnistonparishcouncil.org.uk
 - Website address: <https://burnistonparishcouncil.org.uk>
5. At the top of the list of **Posts**, links to the Burniston Parish Council Website showing the Minutes and Agenda of the next meeting must be pinned to the top of the Facebook Page.
6. There must be a button people can use to E-mail the Council. These e-mails go directly into the inbox belonging to the Clerk (clerk@burnistonparishcouncil.org.uk)
7. The following may be **Posted** on the Facebook Page by the administrators:
 - Information regarding the Parish Council (including next meetings and minutes etc)
 - Important information regarding North Yorkshire Council Information that affect the village.
 - Events taking place in the village may be promoted.
 - Any information relevant to the residents (such as road closures or weather warnings).
8. It is only possible for the administrators to **Post** to the Facebook Page.
9. The Parish Council's logo will be the profile picture.
10. Facebook 'Events' will be created for any Parish Council event taking place. Other events taking place in the village may be promoted.

Management

11. The Facebook Page will be managed and administered by the Clerk and 2 councillors nominated by the Parish Council (currently Jools Marley, Richard Parsons and Clare Topham).
12. It must only be possible for administrators to **Post** new topics to the Facebook page
13. Members of the public (including councillors) may **Comment** on the **Posts**. The name of the authors of **Posts** and **Comments** must always be displayed.
14. The Facebook Page must be set up using the standard Facebook offensive language filter and will also be checked periodically by the administrators to remove offensive comments including:
 - Anything that contains abusive language

BURNISTON PARISH COUNCIL

- Anything that may cause offence to a specific group of people e.g. comments on a person's sexuality, sexist comments, racial comments etc.
- Anything that contains potential libelous comments.
- Any other comment which may cause offence in any way

Anyone repeatedly abusing the Burniston Parish Council Facebook Page will be removed from the Followers list and will be blocked from contributing to the Page by the administrators.

15. E-mails from the Facebook Page must go directly to the Clerk inbox (clerk@burnistonparishcouncil.org.uk)

16. No religious or political views will be allowed

17. Posts, Comments and Photos on the Facebook page will be available for all users of Facebook to see.

18. Only links to government organisations or organisations/causes relating to the village are allowed.

Communication Rules

19. The Facebook Page must never be used by the Clerk or any Councillor to conduct an open public conversation with any member of the public. Any **Comments** made by the public that require a response must be answered on the Facebook Page by an administrator, with (for example) 'We will be in touch with you Privately to investigate further' or 'We will add this to the Agenda of the next meeting'. Then the matter must be taken off line.

20. If a members of the public makes a **Comment** on the Facebook Page that requires a response from the Council or requires the Council to be notified, or may be of interest to the Council then the Administrators must inform the Council in a timely manner to allow the Council to decide what actions are required.

21. Likewise, If a member of the public sends an E-mail to the Clerk that requires a response from the Council or requires the Council to be notified, or may be of interest to the Council then the Clerk must inform the Council in a timely manner to allow the Council to decide what actions are required.

22. Administrators and the Clerk must provide the Council with a list of any/all communications from the Facebook Page if requested. There must be no 'Filtering' of communications.

23. People will be encouraged to "Like" and to "Follow" the Burniston Parish Council Facebook Page.

24. Every question from the public (in either Posts or Emails) must be acknowledged as per point 19, and dealt with, as per point 20 or 21. No question should be ignored unless it is in breach of point 14, in which case the comment will be removed.

Changes

21. This policy will be a living document and can be altered by Burniston Parish Council, if necessary, to allow immediate action should the unexpected arise. This will be key to overcome teething problems that have not already been identified. Changes to the policy will be highlighted at the next Parish Council meeting to keep members abreast of the changes for their approval. This policy will be kept under review by the Parish Council.