

BUCKLAND PARISH COUNCIL

SOCIAL MEDIA POLICY

INTRODUCTION

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

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

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

CONTROLS

An official account on any social media website will be set up and managed by the Clerk following agreement by the Parish Council. Councillors and other staff officially appointed by the Council may assist the Clerk to operate them. No account details, passwords etc may be changed without the permission of the Clerk. All information published on the internet must comply with the Parish Council's confidentiality policy and data protection policy.

SOCIAL MEDIA MODERATION POLICY

The Parish Council social media is moderated reactively; the Council cannot accept responsibility for comments posted by members of the public. The Council reserves the right to report for removal comments received that:

- Contain abusive, obscene, indecent or offensive language.
- Contain abusive language and/or inappropriate comments directed towards an individual (be that employees, councillors or member of the public) or another organisation .

PERSONAL USE ON SOCIAL MEDIA

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.

Adopted March 2023