

Adopted by full council: 25 September 2024
Most recent review without amendment: 27 May 2026
Date for next review: 21 May 2027

MICKLETON PARISH COUNCIL SOCIAL MEDIA POLICY

Introduction

The use of digital and social media and electronic communication enables Mickleton Parish Council to interact in a way that improves the communications both within the Council and between the Council and the people, businesses and agencies it works with and serves.

Policy

The aim of this policy is to set out a Code of Practice to provide guidance to staff and members in the use of online communications, to minimise the risks to the Council.

The Council has a website, Facebook page and uses email to communicate. The Council will always try to use the most effective channel for its communications. Over time the Council may add to the channels of communication that it uses as it seeks to improve and expand the services it delivers. When these changes occur, this Policy will be updated to reflect the new arrangements.

The Council Facebook pages intend to provide information and updates regarding activities and opportunities within our Parish and promote our community positively.

Communications from the Council will meet the following criteria:

- Be civil, tasteful and relevant;
- Not contain content that is knowingly unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive;
- Not contain content knowingly copied from elsewhere, for which we do not own the copyright;
- Not contain any personal information.
- If it is official Council business it will be moderated by either the Chair of the Council or the Clerk to the Council;
- Social media will not be used for the dissemination of any political advertising.

In order to ensure that all discussions on the Council page are productive, respectful and consistent with the Council's aims and objectives, we ask you to follow these guidelines:

- Be considerate and respectful of others. Vulgarity, threats or abusive language will not be tolerated.

- Differing opinions and discussion of diverse ideas are encouraged, but personal attacks on anyone, including the Council members or staff, will not be permitted.
- Share freely and be generous with official Council posts, but be aware of copyright laws; be accurate and give credit where credit is due.
- Stay on topic.
- Refrain from using the Council's Facebook page for commercial purposes or to advertise market or sell products.

An official account on any social media website may only be set-up with consent from the Parish Council. Once approved, each account will be set up by the Chairman/Parish Clerk/nominated councillor representative. Only authorised administrator staff or Councillors may use these accounts to post online and access to the account is strictly limited.

The Parish Council's social media accounts are managed and monitored by a nominated councillor representative.

Councillors should not use their own personal social media accounts when posting or commenting on posts with regard to Parish Council business, or anything that may be construed as such. Councillors using their own social media accounts or any other form of communication for community or other purposes do so as private individuals and should not use any privileged material gained from their position as a Parish Councillor.

The site is not monitored 24/7 and we will not always be able to reply individually to all messages or comments received. However, we will endeavour to ensure that any emerging themes or helpful suggestions are passed to the relevant people or authorities. Please do not include personal/private information in your social media posts to us.

Sending a message/post via Facebook will not be considered as contacting the Council for official purposes and we will not be obliged to monitor or respond to requests for information through these channels. Instead, please make direct contact with the council's Clerk and/or members of the council by emailing.

We retain the right to remove comments or content that includes:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libellous statements.
- Plagiarised material; any material in violation of any laws, including copyright
- Private, personal information published without consent
- Information or links unrelated to the content of the forum
- Commercial promotions or spam
- Alleges a breach of a Council's policy or the law

The Council's response to any communication received not meeting the above criteria will be to either ignore, inform the sender of our policy or send a brief response as appropriate. This will be at the Council's discretion based on the message received, given our limited resources available. Any information posted on the Facebook page not in line with the above criteria will be removed as quickly as practically possible. Repeat offenders will be blocked from the Facebook page. The Council may post a statement that 'A post breaching the Council's Social Media Policy has been removed'. If the post alleges a breach of a Council's policy or the law the person who posted it will be asked to submit a formal complaint to the Council or report the matter to the Police as soon as possible to allow due process.