

Walcott Parish Council

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Chairman: Pauline Porter

Clerk: D Revell

SOCIAL MEDIA POLICY

What is social media?

'Social media' is the term commonly given to websites and online tools which allow users to interact with each other in some way = by sharing information, opinions, knowledge, and interests. This interaction may be through computers, mobile phones and new generation technology such as i-Pads.

Examples of social media websites include:

- Social networking – (e.g. www.facebook.com)
- Video sharing – (e.g. www.youtube.com)
- Blogs (e.g. london2012.com/blog)
- Micro-blogging (e.g. www.twitter.com)
- Message boards (e.g. www.bbc.co.uk/dna/mbsn/home)
- Wikis (e.g. www.wikipedia.org)
- Social bookmarking (e.g. www.delicious.com)

Council Use of social media

Principles

- To publish information about the work of Walcott Parish Council to a wider audience.
- To avoid entering into online debates or arguments about the Council's work. Social Media must NOT be used in the recruitment process for employees or new councillors - other than for the sole purpose of placing vacancy advertisements - as this could lead to potential discrimination and privacy actions, as well as breach of data protection issues.

1. Approved Parish Council Social Media

The Parish Council has approved the use of Facebook and the Parish Council's website to promote the work of the Parish Council and to communicate approved messages by the Chairman and/or the Clerk.

Our Parish Council Facebook page can be found at (Walcott Parish Council do not have a facebook page at the time of this policy being adopted)

Our website can be found at <https://walcot-parish-council.norfolkparishes.gov.uk>

2. Users of Parish Council Social Media

In accordance with the Council's adopted Communications Policy, the Clerk is the Council's nominated Press Officer with the authority to issue official press releases once they have been approved by the Chairman.

The Parish Council has appointed the Clerk to post messages on our Facebook page.

3. Guidance for Parish Councillors on the use of Parish Council Social Media

- i. Councillors and Officers should be familiar with the terms of use on third party websites – e.g. Facebook – and adhere to these at all times.
- ii. No information should be published that is not already known to be in the public domain (e.g. available on the Parish Council's website, published in Minutes) without the prior approval of the Chairman or Clerk.
- iii. Information that is published should be factual, fair, thorough and transparent.
- iv. Everyone must be mindful that information published in this way may stay in the public domain indefinitely, without the opportunity for retrieval/deletion.
- v. Copyright laws must be respected.
- vi. Conversations or reports that are meant to be private or internal must not be published without permission.
- vii. Other organisations should not be referenced without their approval – when referencing, link back to the original source wherever possible.
- viii. Do not publish anything that would be regarded in the workplace as unacceptable.
- ix. Officers and Councillors must remember that they will be seen as ambassadors for the Parish Council, and should always act in a responsible and socially aware manner.

4. Third party Social Media and Individual Councillor Usage

Councillors and officers need to think about whether they are acting in a private capacity, or whether any impression might be conveyed that they are acting for and on behalf of Walcott Parish Council. The Council had adopted a Code of Conduct which is binding on all members. If you use Social Media in your official capacity as a Councillor or Officer, you should always be mindful of the Code, and of the seven Nolan principles applicable to holding public office – selflessness, integrity, objectivity, accountability, openness, honesty and leadership.

Do:

- Set appropriate privacy settings for any blog or networking site.
- Watch out for defamatory or obscene posts from others on any blog or page and remove them as soon as possible to avoid any perception that you condone such views.

- Be aware that the higher your profile as a Councillor, the more likely it is that you may be seen as acting in an official capacity when you blog or network.
- Ensure any Parish Council facilities are used, any posts that you make are extremely likely to be viewed as being made in your official capacity.
- Avoid publishing any information that you could only have accessed in your position as Parish Councillor or Officer.
- Be careful if making 'political' points, and avoid being specific or personal about individuals.

Don't:

- Blog in haste.
- Post comments that you would not be prepared to make in writing or face-to-face contact.
- Use Parish Council facilities for personal or political purposes.

Agreed _____

Signed _____