

Barlow Parish Council

SOCIAL MEDIA POLICY

Adopted by the Council on

Next Review Date:.....

1. Social Media Policy

The Parish Council realise that social media and networking websites have become a regular part of everyday life and that many people enjoy membership to sites such as Facebook and Twitter. This policy is to provide councillors and staff with guidelines on responsibilities of use.

2. Why are the Parish Council using social media?

The Parish Council's aim is to inform members of the community and the wider local area, through as many communication channels as possible, about what is happening within the Parish and local area and share important news and information.

The Parish Council's social media channels supplement the information published on their website.

- The Parish Council can remind people of important events and alert followers to news.
- The Parish Council can link to interesting and useful information about the Parish and local area published by other people.
- The Parish Council can better communicate with those using mobile devices.

3. Use of Official Accounts

Barlow Parish Council operate a Facebook account for the promotion of activities and events and as a communication and broadcast tool.

Facebook [oe1]

The Parish councillors manage the Council's official Facebook page only, other Barlow Facebook groups are not the responsibility of the Parish Council. Facebook pages are used to highlight news, make announcements, engage with the community and share information.

Comments posted on and messages received on the Facebook page are views of individuals and do not represent the views of the Parish Council.

Request for something to be posted on the Parish Council's Facebook page, should be directed to the Parish Clerk via email.

Social media moderation policy

The Parish Council Facebook page is reactively moderated. The Council cannot accept responsibility for the content of any comment.

The Council reserve the right to remove comments received on Facebook that:

- Contain abusive, obscene, indecent or offensive language, or link to obscene or offensive material
- Contain swear words or other sorts of profanity
- Are completely removed from the topic of conversation or are not relevant to the item posted on the wall
- Contain abusive language and/or inappropriate comments directed towards an individual involved in the thread, other organisations or the Parish Council.
- Constitute spam or promote or advertise products, except where it is for an event, publication or similar item that has direct relevance to the subject of discussion. Information about locating and sharing knowledge and expertise is welcomed, but within the specific discussion
- Are designed to cause nuisance to the page administrator or other users

For serious and/or persistent breaches of the policy, we reserve the right to prevent users from posting further comments and blocking users.

If a user is blocked, they will be blocked until the Parish Council see fit. The person blocked can request to be unblocked after 1 week at which point the Parish will consider.

Use of Photos and Video

The appropriate permissions must be obtained for all imagery by the Parish Council.

4. Purdah

In the six week run up to an election – local, general or European – councils have to very careful not to do or say anything that could viewed in any way to support any political party or candidate. The period is known as purdah. The Council will continue to publish important service announcements using social media but will monitor and potentially have to remove responses if they are overtly party political.

5. Will the Parish Council respond to direct messages posted on social networking sites?

If appropriate, the Parish Council will endeavour to respond as quickly as possible to all questions received via social networking sites.

All formal requests, comments, enquiries or complaints should be emailed to the Parish Council using the contact form on the website.

The Parish Council may monitor forums and blogs to gain indirect feedback. The Parish Council may post replies on forums or blogs to answer queries or address factual corrections but would generally take a cautious approach before getting involved in contentious issues.

The Parish Council reserves the right to take any necessary steps to protect members of the Parish community and will delete any comments referencing the Parish Council, which are deemed abusive or offensive in anyway.