



SOCIAL MEDIA POLICY

Social media is rapidly growing in popularity and is used by many members of society, regardless of age or background. The most popular examples of social media networks are web-based and include sites such as Facebook, Twitter, My Space, You Tube and Linked In. Weedon Bec Parish Council has chosen to use social media to provide a modern alternative means to communicate with residents and businesses in Weedon Bec and to impact information with an interest in the village.

This policy covers all forms of social media and social networking sites which include, but are not limited to:

- Parish Council Website
- Facebook
- Myspace and other social networking sites
- Twitter and other micro blogging sites
- YouTube and other video clips and podcast sites
- LinkedIn
- Blogs and discussion forums
- Email

The use of social media does not replace existing forms of communication.

The principles of this policy apply to parish councillors, volunteers and council staff and also to others communicating with the Parish Council.

The policy sits alongside relevant existing policies which need to be taken into consideration.

The current Code of Conduct applies to online activity in the same way it does to other written or verbal communication.

Individual parish councillors, volunteers and council staff are responsible for what they post in a council and personal capacity.

In the main, councillors, volunteers and council staff have the same legal duties online as anyone else, but failure to comply with the law may have more serious consequences.

All users should use the following practices:

- Social Media sites are to be set up and administrated by the Clerk and a nominated Councillor. The Parish Council's website is to be administered by two councillors and the Clerk
- All content to be added to the site must be approved by the Clerk or other nominated member.
- If there is any doubt, the Clerk should check with the Chair or other nominated member prior to posting.
- Post only what you would like the world to see. Once you post something, it may continue to be available to view, even after it is removed from the site.
- Do not disclose confidential matters or criticise policies or personnel.
- Do not post images that include young people without first obtaining parental permission.

- Acknowledge queries posted to the Parish Council on the Facebook site publicly but respond privately in message form.
- Only respond publicly if you have the agreement of the person who has posted the query.
- Do not use commentary deemed to be defamatory, obscene, proprietary or libellous. Exercise caution with regards to exaggeration, colourful language, guesswork, obscenity, copyrighted materials, legal conclusions and derogatory remarks or characterisations.
- If anyone places a post on your site that does not adhere to the rules above, remove as soon as practicably possible. If they continue to place posts that do not adhere to the rules above, use a two strikes and you're out policy, and remove the person from your list of followers and block them to prevent them following again.
- Weigh up whether putting a particular post puts your effectiveness at Weedon Bec Parish Council at risk.
- To reduce security risks, do not install without permission any external applications that work with the social networking site.
- Maintain updated anti-virus and malware protection to avoid infections of spyware and adware that social networking sites may place on your computer.
- Be careful not to fall for phishing scams that arrive via email or on your wall providing a link for you to click, leading to a fake log in. Remove such posts immediately.
- If you find information on the social networking site that falls under the mandatory reporting guidelines, report it as required by law.

Signature..... **Date**.....
 Chairman

Adopted July 29th, 2014
 Amended September 2017