

# Aston-cum-Aughton Parish Council

## Social Media Policy

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

The Parish Councils' social media channels will supplement the information published on the Council's website and in the newsletter.

It is hoped that using social media will reach younger members of the Parish.

### **3. Use of Official Accounts**

Aston-cum-Aughton Parish Council operates a Facebook account for the promotion of news, activities, and events and as a communication and broadcast tool. Examples of acceptable corporate content are:

- Marketing campaigns
- Consultation documents
- Newsfeed and emergency information
- Event listings
- Key dates
- Polls and information gathering
- Useful links

#### **Limits of use**

- 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 Parish Clerk.
- Only authorised staff may use these accounts to post online and access to the account is strictly limited. The Parish Council's social media account are managed and monitored by the Parish Clerk. Two Councillors will also be nominated to

monitor the social media accounts to ensure frequent monitoring in accordance with this policy and to manage the account when the Clerk is on leave.

- A 'Clerk to the Council' Facebook account will be set up with an 'Aston-cum-Aughton' page being set up from the Clerks account, this is to ensure that when the Clerk leaves the authority the account and the pages remain with the Parish Council.
- The Clerk will only comment in the capacity of 'Clerk to the Council' and not by their personal account.
- Only the Clerk will post links to corporate websites, partner websites e.g:
  - Rotherham Council
  - South Yorkshire Passenger Transport Executive
  - South Yorkshire Police
  - Local TARA
- All information published on the internet must comply with the Parish Council's General Data Protection Policy.
- Social media accounts will primarily be used to promote the 'good news' and information, supplementing content already published on the Parish Council's website.
- Any employee, Councillor, or member of the public who becomes aware of social networking activity that would be deemed distasteful should make the Parish Clerk aware as soon as possible.
- No unauthorised person will be able to post to the Council Facebook page, any posts will have to be viewed and authorised by the Clerk.

### **Social Media moderation**

The Council cannot accept responsibility for the content of any comment. However, the Council reserves 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 the conversation or are not relevant to the item posted on the wall
- Constitute spam or promote or advertise products, except where it is for an event, publication of a 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 a nuisance to the page administrator or other users

For serious and/persistent breaches, the Council reserve the right to prevent users from posting further comments.

Commenting will be turned off posts that may be of sensitive nature.

## **Use of Photos/Videos**

Only the Clerk has permission to upload photos and videos. The appropriate permissions must be obtained for all imagery.

## **Personal Accounts on Social Media**

Councillors are at liberty to set up accounts using any of the tools available but should ensure they are clearly identified as personal and do not in any way imply that they reflect the Council's view. Councillors should at all times present a professional image and not disclose anything of a confidential nature. Comments of a derogatory or libellous nature should not be made and care should be taken to avoid guesswork, exaggeration and colourful language, capital letters should not be used within conversations as this may look like the Councillor is shouting at a parishioner.

## **Direct Messaging**

An automatic response will be set on direct messaging advising to contact the Parish Council office, however, the Clerk will regularly check the direct messages.

Minute no:21/126

Date Adopted: 14.09.2021