

Upper Beeding Parish Council

SOCIAL MEDIA POLICY

Introduction

The purpose of this social media document is to demonstrate that Upper Beeding Parish Council is committed to supporting the use of social media, providing a clear framework for interacting online.

'Social Media' is the term commonly given to websites and applications such as Facebook and Twitter that share content and interact with other users. Social media networks provide a free channel to communicate the Parish Council's messages.

Policy application

When you use social media professionally you are writing on behalf of the Parish Council. The consequences of publishing inaccurate information through social media sites like Facebook and Twitter can be significant. Social media is instant, worldwide and mistakes can be recorded and then re-used by others even after they've been removed.

Social media usage

There are two types of social media activity covered under this policy:

- Parish Council accounts
- Personal accounts not linked to council business

Parish Council accounts

Parish Council accounts are those social media accounts which represent Parish Council business.

- They are used to publish information about the work of the Parish Council to a wider audience.
- They are not used to enter into online debates on the work of the Council.
- Social Media must not be used in the recruitment process for employees or Councillors as this could lead to privacy, potential discrimination claims and also data protection issues, with the exception of placing vacancy advertisements.

Parish Council approved accounts

- Facebook – to publish Council information that is locked for editing.
- Parish Council website www.upperbeeding-pc.gov.uk

Parish Council users of social media

- The Chairman updates and maintains the parish council Facebook page.

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Guidance on the use of Parish Council social media.

- No information should be published that is not already in the public domain.
- Information should be factual, fair, thorough and transparent.
- Be mindful that this information may stay in the public domain ad infinitum.
- Respect copyright laws.
- Do not publish or report on conversations that are meant to be private or internal without permission.
- Do not reference other organisations without their approval. When you do make a reference, link back to the source where possible.
- Do not publish anything that would not be acceptable in the workplace.
- Remember that you are an ambassador for the Council and be cordial at all times

Personal Accounts.

Even if you are not taking part in social media as a Parish Councillor, you are still an ambassador for the council on social media.

Comments made on social media are essentially made in public and so you should consider your words before posting anything relating to Parish Council business.

Councillors are not expected to be social media users.