



Clun Town Council with Chapel Lawn

SOCIAL MEDIA POLICY

Purpose of policy

This policy sets out a Code of Practice to provide guidance to town councillors, council staff, volunteers and others who engage with the council using online communications, collectively referred to as social media.

Definition of social media and usage of social media

Social media is used here as a collective term used to describe methods of publishing on the internet. This policy covers all forms of social media and social networking sites which include, but are not limited to:

- Town 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 town councillors, volunteers and council staff and also to others communicating with the Town Council.

The policy sits alongside relevant existing policies which need to be taken into consideration, such as the press and media policy.

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

Individual town 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.

Policy on Social Media

Social media may be used to facilitate the Council in carrying out its business and communicating with the community and other stakeholders. This includes but is not limited to:

- Distribute agendas, post minutes and dates of meetings
- Publishing council policies
- Advertise events and activities
- Publish good news stories linked website or press pages
- Advertise vacancies and tenders
- Consultation on council projects e.g. Parish Plan
- Re-tweet or share information from partner agencies such as Principal Authorities, Police, Library, Health etc.
- Announce new information
- Post or share information from other parish related community groups such as schools, sports clubs, community groups and charities
- Fulfil any statutory requirement of the council to publish information online. This includes, but is not limited to, the Transparency Code, annual accounts, elections related information
- Refer resident queries to the Clerk and all other councillors

Code of Practice

When using social media (including email) town councillors, volunteers and council staff must be mindful of the information they post in both a personal and council capacity and keep the tone of any comments respectful and informative.

Online content should be accurate, objective, balanced and informative.

Parish councillors, volunteers and council staff must not:

1. Hide their identity using false names or pseudonyms
2. Present personal opinions as those of the council
3. Present themselves in a way that might cause embarrassment to the council
4. Post content that is contrary to the democratic decisions of the council
5. Post controversial or potentially inflammatory remarks
6. Engage in personal attacks, online fights and hostile communications
7. Use an individual's name unless given written permission to do so
8. Publish photographs or videos of minors without parental permission
9. Post any information that infringes the copyright of others
10. Post any information that may be deemed libel
11. Post online activity that constitutes bullying or harassment
12. Bring the council into disrepute, including through content posted in a personal capacity
13. Post offensive language relating to race, sexuality, disability, gender, age, religion or belief
14. Conduct any online activity that violates laws, regulations or that constitutes a criminal offence
15. Post information which is not in the public domain due to a legitimate restriction on its publication e.g. personal information relating to an individual

Publishing untrue statements about a person which is damaging to their reputation is libel and can result in a court action and a fine for damages.

This also applies if someone else publishes something libellous on your social media site. A successful libel claim will result in an award of damages against you.

Posting copyright images or text on social media sites is an offence. Breach of copyright will result in an award of damages against you.

Publishing personal data of individuals without permission is a breach of Data Protection legislation and is an offence.

Publication of obscene material is a criminal offence and is subject to a custodial sentence.

Councillors' views posted in any capacity in advance of matters to be debated by the council at a council or committee meeting may constitute Pre-disposition, Predetermination or Bias and may require the individual to declare an interest at council meetings

Anyone with concerns regarding content placed on social media sites that denigrate parish councillors, volunteers, council staff or residents should report them to the Clerk of the Council.

Misuse of social media content by councillors, employees or volunteers, that is contrary to this and other policies, could result in action being taken by the Council. The Clerk will have authority to remove from council social media pages any posts made by third parties which are deemed to be of a defamatory or libellous nature