



Fremington Parish Council Social Media Policy

Date of Review	Change Description	Minute No.
25 th May 2017	Review	1705/60
24 th May 2018	Review	1805/68
30 th May	Review	1905/74
25 th June 2020	Review	2006/29
29 th July 2021	Review	2107/17

1. Introduction

1.1 Purpose

Fremington Parish Council recognises the growth of the online audience and use of social media channels which enables the Parish Council to communicate and engage with the community more effectively. This policy is intended to help councillors and council staff to make appropriate decisions about the use of social media which can include, but not limited to, emails, blogs and social networking sites.

The Council will encourage the use of social media for the purpose of: -

- Providing and exchanging information about services
- Supporting local democracy
- Supporting and promoting the local community
- Engaging with the local community

This policy should be read in conjunction with all other policies and procedures adopted by the Parish Council such as but not limited to Data Protection Policy and Members' Code of Conduct. This policy does not form part of any contract of employment and it may be amended at any time.

2. Professionalism and Tone

Anything you write on social media reflects on the organisation, but given the relaxed style of social media it is also important not to appear overly formal.

DO

- Engage and be sociable by starting conversations, sharing news and asking questions.
- Ensure you have the resource to post regular content and respond to questions
- Try to take difficult conversations out of the public domain and onto a private channel
- Contact the Parish Clerk if you are unsure how to deal with an issue

DO NOT

- Ignore genuine questions or interaction
- Post too often and become an annoyance
- Talk about anything political or policy proposals
- Reveal confidential or sensitive information, including personal details other than necessary contact details
- Delete posts/comments unless absolutely necessary
- Allow your interaction to damage your working relationship with others.
- Make derogatory, discriminatory or defamatory or offensive comments about anyone.

2.2 If staff or councillors post on social media personally and not in their role as councillor, they must not act, claim to act or give the impression that they are acting as a representative of the Council. They should not include web links to

official Council websites as this may give or reinforce the impression that they are representing the Council.

- 2.3 All staff and councillors must ensure that they use Council facilities appropriately and not use Council facilities for personal or political posts.
- 2.4 The Clerk is the Council's nominated moderator and is responsible for the posting and monitoring of Parish Council pages and will ensure compliance with this policy. The moderator has authority to immediately and without notice remove posts from the Parish Council's pages if they are deemed to be inflammatory or of a defamatory or libellous nature.
- 2.5 If you are found to be viewing or publishing inappropriate content on social media, such as illegal, pornographic, racist or sexist material, this action will be investigated formally under Fremington Parish Council's disciplinary procedure and may be viewed as an act of gross misconduct. If necessary the Police will be informed.

Adopted 29th September 2016