

Gunthwaite and Ingbirchworth Parish Council

Social Media (Facebook/Twitter) Policy

1. This policy relates to the creation and management of a Facebook account by the Clerk for Gunthwaite and Ingbirchworth Parish Council.
2. The aim of this policy is to set down rules and regulations to ensure proper use of the account.
3. The aim of the project is to use the Facebook account to advertise events and other projects of the Parish Council/community.
4. The main site of information about the Parish Council is on the Parish Council's webpage (hosted by BMBC), and in the village noticeboard.

Management

5. Parish Council social media will be created and managed solely by the Clerk. A Facebook account will be created for the Parish Clerk to publicise information relating to the Council. No council member will have access to the administration of the social media account.
6. The account will be set up using the **gunthwaiteingbirchworthparishcouncil@outlook.com** or other office email address as necessary.
7. Only information regarding the Parish Council will be entered. Other events taking place in the parish may be promoted.
8. The account will only link to pages of a local government organisation or organisations/causes relating to the town.
9. No extreme religious or extreme political views will be expressed
10. "Friends" will not be allowed to post new topics to the Facebook "wall". However, friends will be able to comment on wall topics created by the Parish Clerk on behalf of the Council.
11. Currently there are two community Facebook groups covering the Gunthwaite and Ingbirchworth parish area, neither is operated or run by or for the Parish Council. The Parish Clerk will publicise information in both as appropriate.
12. The Parish Council's name will be the profile picture for everyone to see.
13. Photo Albums will be open for everyone to view.
14. Photographs uploaded will not have direct view of any child's face without the prior consent of their guardian.
15. The account will be maintained by the Clerk who will remove messages which include:
 - Abusive language content
 - Which may cause offence to a specific group of people e.g. comments on a person's sexuality, sexist comments, racial comments
 - Which contain potential libellous commentsAny other comment which may cause offence in any way
16. If any matters raised are relevant and need to be discussed by the Parish Council then further information will be sought and brought to the relevant council meeting/committee.

17. Event dates will be created for any Parish Council event taking place. Other events taking place in the Parish may be promoted.

18. People will be encouraged to be “friends” of and “follow” the Parish Council.

19. If “friends” or “followers” are repeatedly abusing the Parish Council’s accounts then they will be removed from the friends/followers list and unable to post to the accounts. Instances which would involve removal include repeated:

- Posting with abusive language content
- Posting comments which may cause offence to a specific group of people e.g. comments of a person’s sexuality, sexist comments, racial comments etc.
- Posting potential libellous comments

Any other comment which may cause offence in any way

20. The account will not be used for playing games, adding applications, or anything of a personal nature. Contravention of this rule could result in disciplinary procedures.

21. Private messaging will not be used or responded to. The Parish Council email address will be provided in the profile, as will the address of the Council’s webpage with Clerk contact details.

Changes

22. This policy will be a living document and can be altered by the Parish Clerk, if necessary, to allow immediate action should the unexpected arise. This will be key to overcome teething problems that have not already been identified. Changes to the policy will be highlighted at the next Parish Council meeting to keep members abreast of the changes for their approval. This policy will be kept under review by the Parish Council.

Date policy adopted by the Parish Council:13th Dec 2023.....