

# Farcet Parish Council

## Social Media Policy

Adopted by Farcet Parish Council On 11/11/14

Document Control

### Document Amendment History

Revision No.	Originator of change	Date of change	Change Description
	Review	3 <sup>rd</sup> March 2020	No changes
	Review	5 <sup>th</sup> July 2022	Only page layout
	Revised	4 <sup>th</sup> April 2023	Facebook profile added
	Reviewed and accepted	2 <sup>nd</sup> May 2023	No chnages

This Social Media Policy aims to describe how the Parish Council will use social media to improve and expand the ways in which it communicates internally, with its local residents, local businesses and the various government (local and central) agencies that it deals with.

Social media provide alternative channels (to written correspondence, telephone and face to face conversation) for the Parish Council to inform and respond to questions and queries raised by people who live in, work in and visit Farcet Parish. It also enables the Parish Council to deal more efficiently with the various agencies (e.g. the surrounding parishes, district council and the county council) that deliver services to local people.

The Parish Council has a corporate presence on the web and an email channel (not Facebook or twitter) which it uses to communicate with people who live in, work in and visit Farcet Parish. The Parish Council will always try to use the most effective channel for its communications. We may ask those who contact us for their preferred channel of communication when we deal with them.

Sending a message or post via the community social media sites will not be considered as contacting the Council for official purposes and the Council will not be obliged to monitor or respond to requests for information through this channel. Instead, please see contact details on the website – [www.farcetpc.gov.uk](http://www.farcetpc.gov.uk).

Over time the Parish Council may add to the channels of communication that it uses as it seeks to improve and expand the services it delivers. When these changes occur this Social Media Policy will be updated to reflect the new arrangements.

Any communications to and from the Parish Council (this includes all content on the Parish Council's web site) must meet the following criteria:

- be civil, tasteful and relevant;
- not contain content that is unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive;
- not contain content copied from elsewhere, for which we do not own the copyright;
- not contain any personal information, other than necessary basic contact details;
- will be moderated by either the Chair of the Parish Council or the Clerk to the Parish Council.
- social media will not be used for the dissemination of any political advertising

The Parish Council email account is monitored mainly during office hours, Monday to Friday, and we aim to reply to all questions sent as soon as we can and within 5 working days.

The Parish Council will maintain one email address, currently it is [clerk@farcetpc.org.uk](mailto:clerk@farcetpc.org.uk)

The Clerk to the Parish Council is responsible for dealing with email received and passing it on to the relevant Councillor or external agency to deal with.

Farcet Parish Council does not operate a Twitter channel.

Farcet Parish Council does not operate YouTube channel

Facebook: -

Farcet Parish Council Operates a Facebook profile. This will be administered by one nominated Councillor, who will seek agreement with either the Chair of the Parish Council or the Clerk to the Parish Council, prior to any posting.

The Account will be set so all posts are read only, that is it will be used for publicising the Council business, and not used as a communication method between the Council and the public.

## The Members' Code of Conduct

Councillors can have 'blurred identities, you may have a social media account where you should comment as an individual and not as a Councillor. Such blurred identities might for example have implications where your views are taken as those of your Parish Council or political party, rather than your personal opinion.

There is the need to get social media accounts/ profiles clear, to be confident as to what you can and can't say.

The key to whether your online activity is subject to the Code of Conduct is whether you are giving the impression that you are acting as a councillor. And that stands whether you are in fact acting in an official capacity or simply giving the impression that you are doing so.

### The council's legal position

Material published by a local authority as an organisation is, for obvious reasons, restricted in terms of content. It must not contain party political material and, in relation to other material, should not persuade the public to a particular view, promote the personal image of a particular councillor, promote an individual councillor's proposals, decisions or recommendations, or personalise issues. Nor should the council assist in the publication of any material that does any of the above.