



FISHBOURNE PARISH COUNCIL

SOCIAL MEDIA POLICY

Adopted on 19 September 2017

Signed

Geoff Hand **Chairman**

Minute reference: 17/66.2

Policy Reviewed on 21 May 2019 Minute Reference 19/67.2

Fishbourne Parish Council's interaction with the community is vital to its work and the decisions it takes. Social media can be a useful and cost effective way of communicating. This policy does not set out to be comprehensive, but is to guide Parish Council Members and anyone employed by the Council in their use of social media.

1. Social media is a collective term used to describe methods of publishing on the internet. While not an exhaustive list, social media includes: the Parish Council website; Facebook and other social networking sites; Twitter and other micro-blogging sites; YouTube and other video and podcast sites; LinkedIn and other professional sites; blogs and discussion forums; Parish Council emails.
2. The Council will appoint a Webmaster to maintain and update the Parish Council website. It will also appoint a Moderator or Moderators to monitor content on the Council's pages on other social media sites. The Moderator will have the authority to remove any posts made by third parties which are deemed to be unsuitable, defamatory, or libellous.
3. Social media may be used to post details of Council meetings, minutes, information about events, vacancies, information from partners such as other Councils and the Police, information from community groups.
4. Permission to publish photos or videos on social media must be sought from the owners before they are uploaded.

5. All social media sites in use by the Council should be checked regularly to ensure security settings are up to date.
6. Individual Councillors and staff are personally responsible for any online activity conducted via the published email address used for Council business. Councillors are strongly advised to have separate Council and personal email addresses.
7. Individual Councillors and staff are personally responsible for what they post on social media sites. When commenting on issues related to the Parish Council, Councillors should disclose their identity and connection to the Council. Unless authorised by the Council to express the Council's view, Councillors should make clear that views posted are their own.
8. When posting in any capacity on social media, Councillors and staff should not present themselves in a way which might cause embarrassment to the Council. Councillors and staff should be responsible and respectful, refrain from posting controversial or offensive language and statements, avoid personal attacks and hostile communications, and ensure that postings are not defamatory. The highest standards of conduct should be maintained.