



EAST FARLEIGH PARISH COUNCIL

WEBSITE AND SOCIAL MEDIA POLICY

Social media is a generic term for websites and applications that enable users to create and share content or to participate in social networking. The key feature of such systems is that they can be accessed in different ways, such as computers, tablets and phones.

- 1.1 The Council will maintain full control of their social media sites in terms of post and comments and may remove any deemed to be unacceptable.
- 1.2 In most cases the clerk will be able to respond directly to incoming questions and posts. If the clerk is uncertain as to how to respond to a matter it will be referred to the Councillor who has special responsibility for that area of concern.
- 1.3 All responses must be in accordance with Council policy: if in doubt the Chairman/Vice Chairman should be consulted.
- 1.4 Individual personal views must not be expressed on the website or on social media.
- 1.5 Our aim is to respond to questions and enquiries with-in 2 working days.
- 1.6 When Clerks and Councillors use Social Media sites, they should always follow these guidelines:

- Information published on the Website and Social Media should be deemed relevant to the Parish Council or the community that it represents.
- Information should be accurate, fair, thorough and transparent.
- It should be noted that what is published will be in the public domain indefinitely.
- Compliance with data protection, intellectual property and copyright laws should be ensured.
- Details about customers, partners, or suppliers should not be referred to without their prior written approval (ensuring no advertisement of the services or goods of third parties).

- Clerks and Councillors must refrain from promoting themselves as working for the Council in a way which has, or may have, the effect of bringing the Council into disrepute.
- Clerks and Councillors must not disclose personal data or information about the Council or its service users, employees or Councillors that could breach the Data Protection Act 1998 (e.g. Photographs, images).
- Clerks and Councillors must not make any defamatory remarks about the Council, its service users, employees, Councillors, members of the public or conduct themselves in a way that is detrimental to the Council.
- Posts must not be offensive in language relating to race, sexuality, disability, gender, age, religion or belief.
- Where possible and practical, post should be made across all social media platforms at the same time.

1.7 This policy will be reviewed as part of our data audit, every three years.