STAVERTON PARISH COUNCIL
Policy No 015

Social Media Use

Social media is rapidly growing in popularity and is used by many of our residents. Staverton Parish Council has chosen to use social media to provide a modern alternative means to communicate with residents and businesses in Staverton and to impart information to those with an interest in the village.

All Parish Council social media channels should only be used for business of the authority and never for private use. The Parish Council Social Media Representative will oversee the Parish Council social media accounts. Councillors and Officers are encouraged to engage social media within their day-today responsibilities to include:

- Details of local events within Staverton or that which may be of interest to local residents.
- Sharing photographs from past events.
- Notifications about press releases when they are sent out.
- Promote the voluntary sector and community sector in Staverton`
- Progress updates about activities and projects the Parish Council are undertaking.
- Help residents with information relating to Staverton and Staverton Parish Council.
- Inform residents about Staverton news

General guidelines for posting content by the Social Media Representative

- Post only what you would like the world to see. Once you post something, it may continue to be available to view, even after it is removed from the site.
- Do not disclose confidential matters or criticise policies or personnel.
- Do not post images that include young people without first obtaining parental permission
- Acknowledge queries posted to the Parish Council on the Facebook or Twitter site publicly but respond privately in message form.
- Do not use commentary deemed to be defamatory, obscene, proprietary or libellous. Exercise caution with regards to exaggeration, colourful language, guesswork, obscenity, copyrighted materials, legal conclusions and derogatory remarks or characterisations.
- If any individual places a post on your site that does not adhere to the rules above, remove as soon as practicably possible.

If they continue to place posts that do not adhere to the rules above temporarily remove the person from your list of followers and if confirmed by

the Parish Council at their next meeting, block them to prevent them following again.

- To reduce security risks, do not install without permission any external applications that work with the social networking site.
- Maintain updated anti-virus and malware protection to avoid infections of spyware and adware that social networking sites may place on your computer.
- If you find information on the social networking site that falls under the mandatory reporting guidelines, report it as required by law.
- Councillors and Officers will not enter into debate through social media channels other than to express the known views of the Parish Council.

Adopted: 1st October 2020