



Newstead Parish Council Social Media Policy

Introduction

Social Media has become an established form of communication, enabling immediate and direct contact between the Parish Council, residents, and partner agencies.

This policy describes how Newstead Parish Council ('The Council') will use social media to improve how it communicates with its parishioners, local businesses, Central and Local Government Agencies, and other relevant parties. It also sets out what is and is not an acceptable use of social media, ensuring it aligns with the Code of Conduct for Councillors

It is intended that the Council will use its social media accounts to disseminate up to date information including, but not limited to:

- Parish Council Meetings
- Other meetings open to the public
- Events arranged by The Council

In addition to this, the Council's social media accounts, and in particular its Facebook page, will provide a place for parishioners, local businesses and other organisations to submit comments and suggestions

Communication guidelines

We expect that communication from our staff and Councillors

- must not contain private or personal information published without consent
- must not contain obscene or racist content
- must not contain commercial content
- must not breach copyright laws
- must not be potentially unlawful or libelous.

Scope

Social Media is defined as *"websites and applications that enable users to create and share content, or to participate in social networking"* and includes, but is not limited to:

- Facebook
- Twitter
- Instagram
- WhatsApp
- Snapchat

Used correctly, social media allows the sharing of information, voicing of opinions, the creation of interest groups, the building of online communities and ultimately enables participation and engagement. When posting and commenting we expect everyone to be respectful to others and to make sure their content follows the Communication Guidelines, is relevant, and factually correct. Comments that are not factually correct, or that do not abide by the above guidelines will be removed, and repeat offenders will be banned. Facebook must not be used for commercial purposes or to advertise market or sell products. The Council's social media accounts must not be used for the dissemination of any political advertising.

Use of email

Councillors and staff have individual email addresses which can be used to contact them. Details are on our website and in our notice boards. Please note that individual Councillors cannot respond on behalf of Council and any views expressed by them will be their own.



We expect staff and Councillors to follow the above communications guidelines and we expect those contacting us to do the same.

This policy covers any social media communication published via the Council's social media accounts, or by any individual in their capacity as a Councillor or employee of the Council.

The Council has delegated its Social Media responsibilities as follows:

The Newstead Parish Council Website: Clerk and RFO

Facebook: Cllr Emma Astill and Cllr Kyle Futers.