

Calne Without Parish Council

Clerk@calnewwithout-pc.gov.uk

Social Media and Communication Policy.

The use of digital and social media and electronic communication enables the Parish Council to interact in a way that improves the communications both within the Council and between the Council and the people, businesses and agencies it works with and serves.

The Council has a website, Facebook page and uses email to communicate. The Council will always try to use the most effective channel for its communications. Over time the 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 Policy will be updated to reflect the new arrangements.

The Council Facebook page intends to provide information and updates regarding activities and opportunities within our Parish and promote our community positively.

The Facebook page will be checked daily by either the Clerk or Councillors given administrator rights to the page.

Communications from the Council will meet the following criteria:

- Be civil, tasteful and relevant;
- Not contain content that is knowingly unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented, racially offensive or anything that could be interpreted as bullying;
- Not contain content knowingly copied from elsewhere, for which we do not own the copyright;
- Not contain any personal information.
- If it is official Council business it will be moderated by either the Clerk to the Council or nominated Councillors
- Social media will not be used for the dissemination of any political advertising or campaigning.
- No communications from the Council should undermine the reputation of the Council or of individual councillors.
- All communications from the Council must be authoritative and must not simply be reposts from other sources without first checking the reliability or accuracy of them.

In order to ensure that all discussions on the Council page are productive, respectful and consistent with the Council's aims and objectives, the following guidelines will be visible in a post on the Council's Facebook page;

- *Be considerate and respectful of others. Vulgar, threats or abuse of language will not be tolerated.*
- *Differing opinions and discussion of diverse ideas are encouraged, but personal attacks on anyone, including the Council members or staff, will not be permitted.*
- *Share freely and be generous with official Council posts, but be aware of copyright laws; be accurate and give credit where credit is due.*
- *Stay on topic.*
- *Refrain from using the Council's Facebook page for commercial purposes or to advertise market or sell products.*

The site is not monitored 24/7 and we will not always be able to reply individually to all messages or comments received. However, we will endeavour to ensure that any emerging themes or helpful suggestions are passed to the relevant people or authorities.

Please do not include personal/private information in your social media posts to us. Sending a message/post via Facebook will not be considered as contacting the Council for official purposes and we will not be obliged to monitor or respond to requests for information through these channels. Instead, please make direct contact with the council's Clerk and/or members of the council by emailing.

We retain the right to remove comments or content that includes:

- *Obscene, racist, discriminatory, derogatory or defamatory content*
- *Hostility or prejudice based on age, race, religion, or belief, sex, gender reassignment, gender identity, sexual orientation or disability, including but not limited to racism, antisemitism, Islamophobia, sexual harassment, bullying or any form of intimidation towards another person on the basis of a protected characteristic.*
- *Personal attacks, insults, bullying, or threatening language*
- *Potentially libellous statements.*
- *Plagiarised material; any material in violation of any laws, including copyright*
- *Private, personal information published without consent*
- *Information or links unrelated to the content of the forum*
- *Commercial promotions or spam*
- *Information that the Council knows to be untrue.*
- *Anything posted for overtly party-political reasons.*
- *Alleges a breach of a Council's policy or the law The Council's response to any communication received not meeting the above criteria will be to either ignore, inform the sender of our policy or send a brief response as appropriate. This will be at the Council's discretion based on the message received, given our limited resources available.*

Any information posted on the Facebook page not in line with the above criteria will be removed as quickly as practically possible.

Repeat offenders will be blocked from the Facebook page. The Council may post a statement that 'A post breaching the Council's Social Media Policy has been removed'. If the post alleges a breach of a

Council's policy or the law the person who posted it will be asked to submit a formal complaint to the Council or report the matter to the Police as soon as possible to allow due process.

Parish Council Website.

Where necessary, we may direct those contacting us to our website to see the required information, or we may forward their question to one of our Councillors for consideration and response. We may not respond to every comment we receive particularly if we are experiencing a heavy workload.