

# Social Media Policy

## 1. Social Media Policy

Hullavington Parish Council recognises that social media and networking websites are a regular part of everyday life. Many people engage with local/community groups and organisations through membership of digital networks such as Facebook and X. This policy sets out the Parish Council's approach to its use of social media and digital networks. It defines the roles & responsibilities within the Parish Council for this area and provides Councillors and Staff with guidelines on responsibilities for the use of social media.

## 2. Why is Hullavington Parish Council using social media?

Hullavington Parish Council aims include informing members of the community and the wider local area, through a variety of communication channels, about what is happening within the Parish and local area and share important news and information. The Parish Council's social media account/s and activity supplement the information published on its website; notice boards and articles it produces for the Parish newsletter. The Parish Council can inform people of important events and alert followers in a timely way. The Parish Council can provide links to useful and interesting information about the Parish and local area published by other people and organisations. The Parish Council can better communicate with those using mobile devices and personal computers.

## 3. Official Social Media/Networking Accounts

Hullavington Parish Council operates a facebook page account for the promotion of activities and events, as one of our communication and broadcast channels. Examples of content are:

- Consultation documents.
- News feed & emergency information.
- Key dates.
- Short comments on hot topics and relevant news.
- Surveys/Polls and information gathering.
- Useful links.

## 4. Roles and Responsibilities:

An official Parish Council account on any social media/networking site will be set up with approval of the Full Council. Access to, and use of any account, is managed by authorised roles in the following way:

### Authorised Roles:

The Clerk to the Parish Council will be the official account holder and administrator and be responsible for liaising with the Parish Council's web site provider. Additional Councillors can be nominated to support the Clerk to the Parish Council with the interface between the Parish Council Social media account and its web site.

The Parish Council's social media account/s will be managed and monitored daily by the Clerk to Hullavington Parish Council, supported by the nominated Councillors. The Clerk may post links to Hullavington Parish Council website, partner websites, 'Useful' links, for example, local transport sites etc, links to other Facebook pages, local media e.g. such as local Village News Pages and National organisations.

All information published on the internet must comply with the Parish Council's GDPR policy. The social media account will primarily be used to promote 'good news' and information, supplementing content already published on the Parish Council's website. Any Councillor or member of the public who becomes aware of social networking activity that would be deemed harmful should make the Clerk and/or nominated Councillors aware as soon as possible.

### **5. Social Media Facebook Site**

The account has been set up to enable "comments" to be posted on the Parish Council page. This can be switched off if harmful or unkind comments are being posted. Requests for something to be posted on the Parish Council's page, should be directed to the Clerk and/or nominated Cllrs.

### **6. Use of Photos and Video**

The appropriate permissions must be obtained for all imagery.

### **7. Personal Accounts on Social Media**

Councillors are at liberty to set up personal accounts using any of the tools available but should ensure they are clearly identified as personal and do not in any way imply that they reflect Hullavington Parish Council's view. Councillors should always present a professional image and not disclose anything of a confidential nature.

### **8. Pre-election period**

In the six-week run up to an election – local or general – councils must be very careful not to do or say anything that could be viewed in any way to support any political party or candidate. The Council will continue to publish important service announcements using social media but will monitor and potentially must remove responses if they are overtly party political.

### **9. Will the Parish Council respond to direct messages posted on social networking sites?**

If appropriate, the Clerk and/or the nominated Councillors will endeavour to respond as quickly as possible to all questions received via the Facebook Page. All formal requests, comments, enquiries or complaints should be emailed to the Parish Council using the clerk's contact on the website.

### **11. Policy Review**

This policy will be reviewed as it is deemed appropriate, but no less frequently than every 3 years.