

## Social Media and Electronic 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 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.

### Facebook

The council does not currently have a Facebook page.

Week St Mary Parish Council will use the community Facebook page for information only – to provide information and updates regarding activities and opportunities within the parish and to promote the community positively - and not to engage in debate. This will be posted by the clerk, or by agreement of the council.

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 or racially offensive;
- 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 chair/vice chair of the council, the clerk, or another appointed councillor;
- Social media will not be used for the dissemination of any political advertising.

In order to ensure that all discussions on the Council page are productive, respectful and consistent with the council's aims and objectives, we ask you to follow these guidelines:

- 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.
- Stay on topic.

Sending a 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 clerk by emailing or via the Parish Office.

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.

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.

### **Parish Council email**

The clerk to the council has her own council email address ([wsmclerk@gmail.com](mailto:wsmclerk@gmail.com)). The email account is monitored and we aim to reply to all questions sent as soon as we can. The clerk is responsible for dealing with email received and passing on any relevant mail to members or external agencies for information and/or action. All communications on behalf of the council will usually come from the clerk, and/or otherwise will always be copied to the clerk.

### **SMS and WhatsApp**

Members and the clerk may use SMS and WhatsApp as a convenient way to communicate at times. All are reminded that this policy also applies to such messages.

### **Internal communication and access to information within the council**

The council is continually looking at ways to improve its working and the use of social media and electronic communications is a major factor in delivering improvement.

Councillors are expected to abide by the Code of Conduct and the Data Protection Act in all their work on behalf of the council.

As more and more information becomes available at the press of a button, it is vital that all information is treated sensitively and securely. Councillors are expected to maintain an awareness of the confidentiality of information that they have access to and not to share confidential information with anyone. Failure to properly observe confidentiality may be seen as a breach of the council's Code of Conduct and will be dealt with through its prescribed procedures.

Members should also be careful only to cc essential recipients on emails i.e. to avoid use of the 'Reply to All' option if at all possible, but of course copying in all who need to know and ensuring that email trails have been removed.

Adopted April 2024