

# **NORTH WINGFIELD PARISH COUNCIL**

## **DIGITAL AND SOCIAL MEDIA POLICY**

### **1. INTRODUCTION**

1.1 The use of digital and social media now has a clear and compelling impact on all areas of local government enabling better and more direct contact between the Parish Council, the people and businesses it serves and the organisations that it works with.

1.2 This Social Media Policy aims to describe how the Parish Council will use social media to improve and expand the ways in which it communicates internally, with its local residents, local businesses and the various government (local and central) agencies that it deals with.

1.3 Social media provide useful alternative channels (to written correspondence, telephone and face to face conversation, which are the official means of communication) for the Parish Council to inform and respond to questions and queries raised by people who live in, work in and visit North Wingfield Parish. It also enables the Parish Council to deal more efficiently with the various agencies (e.g. the surrounding parishes, district council and the county council) that deliver services to local people.

### **2. FACEBOOK – USE BY MEMBERS AND OFFICERS**

2.1 It is our intention that North Wingfield Parish Council Facebook pages will:

- Provide timely information and updates regarding activities and opportunities within our Parish and promote constructive comments & suggestions from residents and local organisations.

2.2 We promise that any communications from the Parish Council will meet the following criteria:

- be civil, tasteful and relevant
- not contain content that is unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive
- not contain content copied from elsewhere, for which we do not own the copyright
- not contain any personal information, other than necessary basic contact details
- will be moderated by either the Chair of the Parish Council or the Clerk to the Parish Council.
- will not engage in/with issues of a political nature.

### **2. FACEBOOK – USE BY PUBLIC**

3.1 In order to ensure that all discussions on North Wingfield Parish Council page are productive, respectful, energized and consistent with the Councils mission and goals, we ask you to follow these guidelines:

- Be considerate and respectful of others. Vulgarity, threats or abuse of language will not be tolerated.

- Differing opinions and discussion of diverse ideas are encouraged, but personal attacks on anyone, including Parish Council members or staff, will not be permitted.
- Share freely and be generous, but be aware of copyright laws; be accurate and give credit where credit is due.
- Stay on topic.
- Refrain from using the Facebook page for commercial purposes or to market products.
- Our pages are 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.
- 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 our Facebook channel.
- Please do not include personal/private information in your Facebook posts/messages to us.

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

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libellous statements
- Plagiarized 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

**Non-compliance will not be tolerated and can result in a ban**

3.3 North Wingfield Parish Council is not responsible for the accuracy of content posted by any subscriber in any forum; opinions expressed in comments on North Wingfield Parish Council's social media forums do not necessarily represent those of North Wingfield Parish Council.

3.4 All comments, once posted, become the property of North Wingfield Parish Council and we reserve the right to reproduce, distribute, publish, display or edit. Derivative work can also be created from such postings or content, and used for any purpose, in any form and on any other media.

3.5 North Wingfield Parish Council are not responsible, liable for and do not endorse the privacy practices of Facebook or any linked websites. Your use of Facebook and any linked websites is at your own risk.

3.6 North Wingfield Parish Council assumes no responsibility or liability for any injury, loss or damage incurred as a result of any use or reliance upon the information and material contained within or downloaded from these websites.

3.7 Facebook may occasionally be unavailable and we accept no responsibility for this lack of service.

3.8 The presence of any advertisement on Facebook is not an endorsement of the authenticity or quality of the goods, services or website and North Wingfield Parish Council will not be held responsible for any claims arising in that respect.

3.9 Comments should not advertise commercial products or services.

3.10 By choosing to comment and/or utilise any North Wingfield Parish Council Social Media site, users are deemed to have agreed to this policy

**This comment policy may be revised at any time.**