



## **SILKSTONE PARISH COUNCIL**

### **SOCIAL MEDIA POLICY**

The aim of this Policy is to set out a Code of Practice to provide guidance to staff and Parish Councillors in the use of online communications, collectively referred to as social media.

Social media is a collective term used to describe methods of publishing on the Internet. The policy covers all forms of social media and social networking sites, which include (but are not limited to):

- Parish Council Website
- Facebook, and other social networking sites
- Twitter and other micro blogging sites
- YouTube and other video clips and podcast sites
- Blogs and discussion forums
- Parish Council Emails

#### **Who does it apply to?**

The principles of the Policy apply to Parish Councillors and the Clerk. It is also intended for guidance for others communicating with the Parish Council.

The policy sits alongside relevant existing policies which need to be taken into consideration.

#### **Use of Social Media**

The use of social media will not replace existing forms of communication. The website and other forms of social media will be used to enhance communication. Therefore, existing means of communication should continue with social media being an additional option.

## The Policy

1. The Council will appoint a nominated member of staff/ Councillor or Councillors as moderator(s). They will be responsible for posting and monitoring of the content ensuring it complies with the social media Policy. The moderator will have authority to remove any posts made by third parties from our social media pages, which are deemed to be of a defamatory, libellous nature. Such posts will also be reported to the Hosts if deemed excessive/illegal (e.g., Hate Crime).

2. The Council will appoint a nominated “Webmaster” to maintain and update the Parish Council Website

The social media may be used to;

- Post minutes and dates of meetings
- Advertise events and activities.
- Good news stories linked website or press page.
- Vacancies
- Retweeting or ‘share’ information from partners i.e., Police, Library and Health etc.
- Announcing new information.
- Post or Share information from other Parish related community groups/clubs/associations/ bodies e.g., Schools, sports clubs and community groups
- Refer resident queries to the clerk and all other councillors.

**Facebook** will be used to support the website information above.

**Emails** will be used to distribute information of council business.

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**Richard Bell**  
**Clerk & Responsible Finance Officer**