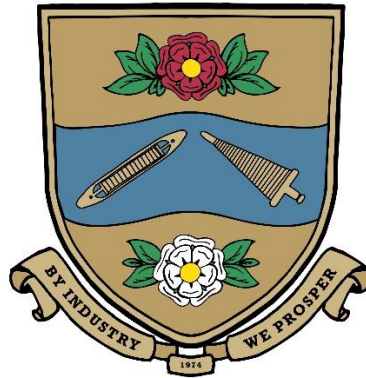


Todmorden Town Council



TODMORDEN TOWN COUNCIL

SOCIAL MEDIA and WEB SITE POLICY

Prepared by Colin Hill Town Clerk/Susan Miles Assistant Town Clerk

Date: June 2020

Next Review date: May 2021

Adopted at Full Council June 2020

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SOCIAL MEDIA (FACEBOOK/TWITTER and others) POLICY TODMORDEN TOWN COUNCIL AND TODMORDEN TOWN COUNCIL WEB SITE

1. Purpose

1.1 The purpose of this policy is to set down rules and regulations to ensure proper use of the account(s) and the web site

1.2 This enable the Town Council to interact in a more structured and managed way through then use of social media and its web site with residents and to use it to advertise events and other projects of the Town Council/community.

2. Management of Social Media and Web Site

2.1 Town Council social media and web site will be created and managed solely by the Town Council Office.

2.2 A Facebook page and Twitter account and otherd as approved by the Town Clerk, will be created for the Town Council. No council member will have access to the administration of the social media accounts or the Web Site .

2.2 The accounts will be set up using the “clerk@todmorden – tc.gov.uk” or other office email address, as necessary.

2.3 Only information regarding the Town Council will be entered. Other events taking place in the town may be promoted at the discretion of the Town Clerk.

2.4 The accounts will only link to pages of a local government organisation or organisations / causes relating to the town or of national organisations providing benefit to Todmorden.

2.5 No extreme religious or extreme political views will be expressed

2.6 “Friends” will not be allowed to post new topics to the Facebook “wall”. However, friends will be able to comment on wall topics created by the Town Council.

2.7. Posts on the Facebook page will be available for all users of Facebook to see.

2.8 The Town Council’s logo will be the profile picture for everyone to see.

2.9 Photo Albums will be open for everyone to view.

2.10 Photographs uploaded will not have direct view of any child’s face without the prior consent of their guardian.

2.11 The accounts will be maintained by the office staff who will remove messages which include:

- Abusive language content

- Content that may cause offence to a specific group of people e.g. comments on a person's sexuality, sexist comments, racial comments etc.
- Which contain potential libellous comments
- Any other comment which may cause offence in any way.

2.12. If any matters raised are relevant and need to be discussed by the Town Council then further information will be sought and brought to the relevant council meeting/committee.

2.13. Event dates will be created for any Town Council event taking place. Other events taking place in the town may be promoted.

2.14. People will be encouraged to be "friends" of and "follow" the Town Council

2.15. If "friends" or "followers" are repeatedly abusing the Town Council's accounts then they will be removed from the friends/followers list and unable to post to the accounts. Instances which would involve removal include repeated:

- Posting with abusive language content
- Posting comments which may cause offence to a specific group of people e.g. comments of a person's sexuality, sexist comments, racial comments etc. □ Posting potential libellous comments
- Any other comment which may cause offence in any way

2.16. The account will not be used for playing games, adding applications, or anything of a personal nature. Contravention of this rule could result in disciplinary procedures.

2.17. Private messages will be sent in response to anyone sending an initial private message to the Town Council accounts. If a "simple" response does not satisfy the enquiry, then the person will be asked to email the Council with the request for comment and the office email will be provided. Any posts by "friends"/"followers" raising issues/questions/comments that cannot be answered "simply" will be dealt with separately via email. The Town Council email address will be provided.

3. Town Councillor involvement in Social Media

3.1 Town Councillors can of course respond as they see fit in their personal capacity to any social media posts, but where it is an issue affecting and or criticising the Town Council and they respond as a Town Councillor, it may be appropriate to withhold from joining in the conversation if likely to raise the temperature of the conversation, or if in doing so, potentially damage the reputation of the Town Council. If required, guidance may be sought from the Town Clerk , including the seeking of any background information that a Member may not be potentially aware of.

Review

This policy will be reviewed every year (or earlier if required by changes to legislation or additional documentation) and amended as necessary based on good practice or evidence taken forward.