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WHITNASH TOWN COUNCIL
SOCIAL MEDIA POLICY

Aims

1. This policy relates to the creation and management of a Social Media account by Whitnash Town Council.
2. The aim of this policy is to set down rules and regulations to ensure proper use of the account.
3. The aim of the project is to use the Social Media account to interact in a stronger way with the residents, use it to advertise events and other projects of the Town Council.

Management

4. Whitnash Town Council's official Social Media pages will be managed by the administration staff with authority delegated to nominated Councillors who have been authorised to manage social media sites on Whitnash Council's behalf. The account may not be used in a political manner.
5. The 'principal administrator' will use the admin@whitnashtowncouncil.gov.uk email address.
6. Only information regarding Whitnash Town Council should be entered as part of the Biography.
7. The account should only link to pages of a local government organisation or Organisations / causes relating to the town.
8. No religious or political views should be expressed under the biography.
9. Friends will not be allowed to post new topics to the wall. This will prevent others

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placing topics on games etc. to the Town Council's account for all to see. However, friends would be able to comment on wall topics created by the Town Council.

10. Posts on the pages would be available for all users on social media to see.
11. The Council's logo will be the profile picture for everyone to see.
12. Photo Albums will be open for everyone to view.
13. Photos uploaded to the album will not have direct view of any child's face without the prior consent of their guardian.
14. The social media account will be maintained by the administration staff who will remove messages from the wall which include:
 - Abusive language content
 - Which 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
15. If any points raised on the wall are relevant and need to be discussed by a committee then further information will be sought and brought to the relevant committee.
16. Event dates will be created for any Town Council event taking place.
17. People would be encouraged to be friends of the Town Council and of the page
18. If friends are repeatedly abusing the Town Council's wall then they will be removed from the friends list and unable to post to the wall. Instances which would involve removal from the friends list 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
19. The account will not be used for playing games, sign up to pages (unless they fall into the category above), adding applications, or anything of a personal nature. Contravention of this rule could result in disciplinary procedures
20. Private messages will only be sent in response to anyone sending an initial private message to the Town Council account. The response will ask the person to email the Council with the request for comment and the office email will be provided.

Changes

21. This policy will be a living document and will be able to be altered by the administration staff with authority delegated to nominated Councillors who have been authorised to manage social media sites on the Council's behalf, if necessary, to allow immediate action should the unexpected arise. This will be key to overcome teething problems that have not already been identified.

This policy will be kept under review by the Finance and General Purposes Committee.