

LANE END PARISH COUNCIL **SOCIAL MEDIA POLICY**

as resolved at the meeting held on 4th July 2022

What is Social Media?

Social media is the term commonly given to website and online tools allowing users to interact with each other in some way – by sharing information, opinions, knowledge and interests.

Examples of popular social media tools include: Twitter, Facebook, You Tube, Pinterest, WhatsApp, Messenger, snapchat, LinkedIn, Reddit, TickTok and blogs.

Social media can provide a useful alternative to official means of communication such as written correspondence and telephone conversations for the Parish Council to inform people who live, work and visit Lane End Parish.

Parish Council Use of Social Media

Lane End Parish Council use social media to, amongst other items:

- Publish information about the work of the Parish Council to a wider audience
- Provide updates, news and information from a range of sources relevant to the Parish
- Promoting Community events and activities
- Post good news stories
- Provide links to useful trusted external websites

The use of Social Media will not replace any existing forms of communication and the main media for the purpose of communicating information will remain the Parish Council website.

Responsibilities

The Parish Clerk is the designated owner of the Parish Council Social Media channels agreed by the Council and will be responsible for monitoring and updating information. No account details must be changed without the permission of the Parish Clerk.

Parish Councillors may request items to be added to Social Media, however this is at the discretion of the Clerk and will only be added if appropriate.

Lane End Parish Council currently operates a Parish Council Website and Facebook page. These platforms are for information only.

Monitoring Accounts

Any social media platform used by the Parish Council is not monitored 24/7 and not all messages or comments will be individually replied to. Sending a message via Facebook will not be considered as contacting the Parish Council for official purposes, please see the Contact Details form on www.laneendparishcouncil.org.uk There is an option on the Lane End Parish Council Facebook page to email the Parish Council directly. We do not undertake to follow or connect with any person who contacts the Parish Council via Social Media.

It is expected that any comments on Social Media platforms will be:

- Polite and relevant
- Not promote political parties
- Not advertise specific products or services
- Not contain unlawful, libelous, threatening, obscene or offensive language
- Private or personal information published without consent.
- Not contain spam or commercial promotions.

Any person deemed to be not complying will not be tolerated and can result in a ban from the social media platforms. The Council reserve the right to remove any posts or comments that do not meet these guidelines.

Views expressed by others are not necessarily endorsed by Lane End Parish Council and the Parish Council is not responsible for the accuracy of content posted by others, nor does it accept any responsibility or liability for any injury, loss or damage incurred as a result of reliance upon information posted on Social Media.

Private Social Media Accounts

It is likely that most Councillors and employees will have an online presence in some form. Private online accounts cannot be monitored by Lane End Parish Council. This is considered personal communication.

Councillors and employees are within their rights to block any unwanted contact via social media. Any behavior that is malicious, causes harm, distress or unwanted will not be tolerated. Councillors and employees have a right to a private life and therefore engaging on their private social media is at their sole discretion.