

Great Lumley Parish Council

Social Media Policy

13th July 2021

1.0 Overview

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 and the people and organizations that it serves and works with.

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 with its local residents, local businesses and the various government (local and central) agencies that it deals with. It sets out what is and is not acceptable usage of social media and complements the general rules in the Code of Conduct for Councillors.

2.0 Scope

Social media describes a range of websites and online tools which allow people to interact. This includes blogs and postings on a wide range of platforms including, but not limited to, Facebook, Twitter, Linked-In, Instagram and Snapchat.

Social media is all about sharing information and people use social media platforms to give opinions, create interest groups and to build online communities and network which encourage participation and engagement.

This policy relates to any social media communication published by or on behalf of the council or any individual in their capacity as a councillor.

3.0 Key Principles

Any communication is capable of being misinterpreted. The immediacy of social media and the lack of face to face contact can magnify any problem.

Information and comments made can be broadcast to a large number of people more quickly than other media.

The same rules apply to social media that govern other behaviour as a councillor - but extra care needs to be taken given the immediacy and ease of dissemination

Although social media is conversational in tone, it is recorded, and it is permanent, so content and comment must be accurate, informative and thought through.

4.0 Responsibility and Accountabilities

The Parish Clerk is responsible for all formal communication between the council and members of the public and will be responsible for maintaining the Council website.

The Parish Councillors below are responsible for administering the Great Lumley Parish Council Facebook page.

Cllr Alan Bell, Cllr Gary Brown, Cllr Neil Bains, Cllr Phil Heaviside, Cllr Carol McAllister, Cllr Hayley McAllister, Cllr Tim Robson, Cllr Hyleen Wood

5.0 Great Lumley Parish Council (GLPC) Facebook page

The GLPC Facebook page will provide timely information and updates regarding activities and opportunities within our Parish and a vehicle for constructive comments & suggestions from residents and local organisations.

In order to ensure that all discussions on the Great Lumley Parish Council page are productive, respectful and consistent with the Councils mission and goals, contributors must 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 GLPC Facebook page for commercial purposes or to market products.

Sending a message/post via Facebook will not be considered as contacting the Council for official purposes and the Council is not obliged to monitor or respond to requests for information through the Facebook channel.

GLPC will remove any comment 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

6.0 Procedure

Social media communications from the Parish Council will meet the following criteria:

1. Be civil, tasteful, relevant and treat others with respect - do not use social media to make personal attacks or indulge in rude, disrespectful or offensive comments.
2. Comply with equality laws - do not publish anything that might be seen as racist, sexist, ageist, homophobic or anti-faith.

3. Do not publish content that is unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive
4. Never bully or harass anyone - do not say anything, that might be construed as bullying or intimidation.
5. Do not bring the council into disrepute - do not publish anything that could reasonably be perceived as reflecting badly upon or lowering the reputation of you or the Council.
6. Do not disclose confidential information - do not disclose information given to you in confidence by anyone, or information acquired by you which you believe, or ought reasonably to be aware, is of a confidential nature.
7. Consider keeping your personal and councillor profile on social networking sites separate.
8. Check you have the appropriate privacy settings for any private blog or networking site.
9. Be aware that you will be seen as acting in your official capacity if you publish information that you could only have accessed by being a councillor.
10. Do not publish content copied from elsewhere, for which we do not own the copyright

It is not a requirement for councillors to have a personal Facebook account or to use other forms of social media to engage with parishioners or otherwise fulfil their role, but this will often be the case.

Councillors should always spell out clearly whether they are communicating on social media in their capacity as a councillor or as a private individual.

Councillors should ensure that they comply with the Code of Conduct for Councillors whenever they act or appear to act in an official capacity on social media in the same way as with any other form of communication.

Whilst independent communications with parishioners are important in order to engage and be approachable, the overarching rules are that councillors should not make commitments on behalf of the Council, not bring the Council into disrepute and always respect confidentiality.

7.0 Recordings of monthly meetings

1. All recordings of parish council meetings will be uploaded to YouTube and linked on Facebook via the parish council meeting.
2. They will include all public sections of the meeting and will end after the meeting is closed and the chairman has finished any closing remarks. They will not be edited within the public sections of the meeting, barring the scenario detailed in (5).
3. Comments will always be disabled on YouTube videos in order to maintain a single point of contact/discussion via the GLPC Facebook page.
4. The ability to sample parts of the video will be disabled on YouTube videos to prevent malicious misrepresentation of events including either members of the public or GLPC.
5. Auto generated subtitles will be turned off when uploaded to YouTube to ensure there is no accidental misrepresentation of views.

6. In the event non-public information is disclosed in a public section of the video, the video will be edited in the least intrusive way possible to remove and sensitive information (eg, audio blocked out, image blurred)
7. The public does not hold the right to request that GPLC do not upload the videos to any social media platform for any public sections of the meetings, but they are free to request an alternate seat where they are not able to be seen on camera.
8. Any complaints/queries regarding video content should be directed to the Parish Clerk for amicable resolution, with key decisions being made and ratified in GPLC meetings where required. Any complaints that require discussion by the GLPC will be considered as sensitive personal information and discussed in a non-public forum.

Cllr Neil Bains will be responsible for uploading the videos to YouTube and providing the link via the GLPC Facebook Page.

8.0 Potential legal issues

Libel - If an untrue statement about a person which is damaging to their reputation is published, they may consider it as defamatory and consider legal action.

Copyright - Using images or text on social media from a copyrighted source (for example extracts from publications or photos), without obtaining permission, is likely to breach copyright laws.

Data Protection - Personal data of individuals must not be published unless you have their express permission. Personal information in an email or personal exchange should not be presumed to imply any consent to pass it on to others.

Bias and Predetermination - Councillors should not say anything on social media (or indeed anywhere) that suggests they have made up their mind on an issue that is due to be formally decided. While your likely view on a particular application may be well known, you need to be able to show that you attended the committee or hearing prepared to take on board and weigh all the evidence, and were genuinely persuadable to a different view, or the decision may be later challenged as invalid.

9.0 Related Policies and Procedures

These include, but are not limited to:

- Councillor Code of Conduct
- Communications Policy
- Data Protection