



Social Media Policy

Adopted on February 2022 Reviewed on: February 2023	Review by: February 2024
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1. Social Media Policy

Madeley Town Council realise that social media and networking websites have become a regular part of everyday life and that many people enjoy membership to sites such as Facebook, Instagram, Twitter, Tik-Tock, Snap Chat, etc. This policy is to provide employees with guidelines on responsibilities of use.

2. Why are the Town Council using social media?

Madeley Town Council aims is to inform members of the community and the wider local area, through as many communication channels as possible, about what is happening within Madeley, Sutton Hill and Woodside and surrounding areas to share important news and information.

Madeley Town Council's social media channels supplement the information published on the Town Council website and in newsletters and briefings. The Town Council want to remind people of important events and alert followers instantly to breaking news and can link to interesting and useful information about the Parish and local area published by other people.

3. Use of Official Social Media Accounts

Madeley Town Council operates social media accounts for the promotion of activities and events and as a communication and broadcast tool including marketing campaigns, consultation documents, share information, news feed & emergency information, community events and activities, meeting dates, updated on current projects and developments, relevant local and national news, polls, and information gathering, engage with the community, useful links to support the local community.

The following outlines the limits of their use:

- An official account on any social media website may only be set-up with approval from the Town Clerk.
- Employees with administrative access to the Town Council's social media accounts can post online, although access to the account is strictly limited and authorised by the

Town Clerk. The Town Council's social media accounts are managed and monitored daily by the Town Clerk.

- All information published on the internet must comply with the Town Council's confidentiality policy and data protection.
- Social media accounts will primarily be used to promote the 'good news' and information, supplementing content already published on the Town Council's website.
- Any employee, Councillor or member of the public who becomes aware of social networking activity that would be deemed distasteful should make the Town Clerk aware as soon as possible.

Comments posted on and messages received on the Town Council's social media pages are views of individuals and do not represent the views of the Town Council. Request for something to be posted on the Town Council's Facebook page, should be considered if appropriate to the work of the Town Council.

The Town Council cannot accept responsibility for the content of any comment and reserve the right to remove comments received on social media that:

- Contain abusive, obscene, indecent, or offensive language, or link to obscene or offensive material
- Contain swear words or other sorts of profanity
- Are completely removed from the topic of conversation or are not relevant to the item posted on the wall
- Contain abusive language towards an individual involved in the thread, other organisations, or the page administrator
- Constitute spam or promote or advertise products, except where it is for an event, publication or similar item that has direct relevance to the subject of discussion. Information about locating and sharing knowledge and expertise is welcomed, but within the specific discussion
- Are designed to cause nuisance to the page administrator or other users.

For serious and/or persistent breaches of the moderation policy, we reserve the right to prevent users from posting further comments.

The appropriate permissions must be obtained for all imagery, photos and videos uploaded onto the Town Council social media pages.

3. Personal Accounts on Social Media

Employees of Madeley Town Council can use personal social networking in a way that does not conflict with the terms of their contract of employment. The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this policy. Where no policy or guidelines exist, employees should use their professional judgment and take the most prudent action possible.

If the Town Council is referred to in a way that is deemed defamatory or confidential information is disclosed, it reserves the right to report the comment and request that it be removed.

4. Purdah

In the six-week run up to an election – local, general, or European – councils must very careful not to do or say anything that could viewed in any way to support any political party or candidate. The period is known as purdah. The Council will continue to publish important service announcements using social media but will monitor and potentially must remove responses if they are overtly party political.

5. Respond to direct messages posted on social networking sites

If appropriate, employees with administrative access to the town Council's social media account will endeavour to respond as quickly as possible to all questions received via social media sites. All formal requests, comments, enquiries, or complaints the local community should be encouraged to email the Town Council using the information contained on the Town Council's website.

The Town Council may monitor forums and blogs to gain indirect feedback. The Town Council may post replies on forums or blogs to answer queries or address factual corrections but would generally take a cautious approach before getting involved in contentious issues.

The Town Council reserves the right to take any necessary steps to protect members of the Parish community and will delete any comments referencing the Town Council, which are deemed abusive or offensive in anyway.