



BRAMFORD

PARISH COUNCIL



Social Media Policy

Adopted November 2020

The aim of the Bramford Parish Council Facebook, Twitter and Nextdoor social media platforms, are to provide up to date information and updates regarding the Parish and report on District and County issues. The hope is that this will encourage positive interaction, comments and feedback from the local community.

The Facebook, Twitter and Nextdoor social media platforms may be used by Parish Council to:

- Distribute council agendas, post minutes and dates of meetings
- Advertise council events and activities
- Publish good news stories with linked website or press page
- Advertise Parish Councillor vacancies
- Post or Share information from partner agencies such as Police, Library, Highways, Health etc
- Post or Share information from other parish related community groups such as schools, sports clubs, community groups and charities.

When using social media councillors must be mindful of the information they post and keep the tone of any comments respectful and informative.

Posted content should be accurate, objective, balanced and informative.

The Facebook, Twitter and Nextdoor social media platforms must not be used by Parish Council to:

- Present personal opinions as that of the council.
- Post news that may cause embarrassment to the council.
- Post content that is contrary to the democratic decisions of the council.
- Post controversial or potentially inflammatory remarks.
- Engage in personal attacks, online fights and hostile communications.
- Use an individual's name unless given written permission to do so.
- Publish photographs or videos of minors without parental permission.
- Post any information that infringes copyright of others.
- Post any information that may be deemed as libel.
- Post offensive language relating to race, sexuality, disability, gender, age, religion or belief.

To ensure that all discussions on the Bramford Parish Council page are productive, respectful and consistent with the Council's policies, we ask that those who follow and contribute on the page follow these guidelines:

- Be considerate and respectful of others. Vulgarity, threats or abusive language will not be tolerated.
- Differing opinions and diverse ideas are encouraged, but personal attacks on anyone, including Bramford Parish Council members or staff, will not be permitted.

- Stay on topic.
- Do not use the Facebook, Twitter and Nextdoor social media platforms for commercial purposes or to market products.

The Facebook, Twitter and Nextdoor social media platforms are not monitored 24/7 and we will not always be able to reply individually to all messages or comments received. However, we will endeavour to ensure that any emerging themes or helpful suggestions are passed to the relevant people.

Sending a message/post via Facebook, Twitter and Nextdoor will not be considered as contacting the Council for official purposes and we will not be obliged to monitor or respond to requests for information through these channels. Instead, please see the contact details found on our website. Please do not include personal/private information in your posts/messages to us.

We retain the right to remove comments 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

Non-compliance will not be tolerated and may result in users being blocked/banned from the page.

Bramford Parish Council is not responsible for the accuracy of content posted. Any opinions expressed in comments on Facebook, Twitter and Nextdoor, do not necessarily represent those of Bramford Parish Council.

Bramford Parish Council is not responsible, liable for and does not endorse the privacy practices of Facebook, Twitter and Nextdoor social media platforms or linked websites. Your use of Facebook, Twitter and Nextdoor, are at your own risk.

The presence of any advertisement on Facebook, Twitter and Nextdoor is not an endorsement of the authenticity or quality of the goods or services and Bramford Parish Council will not be held responsible for any claims arising in that respect.

We will not engage in/with, and we discourage posts or comments on issues of a party-political nature.

This policy may be reviewed and revised at any time.

By choosing to utilise and/or comment on Bramford Parish Council Facebook, Twitter and Nextdoor social media platforms, users are deemed to agree to this policy.