

BORDEN PARISH COUNCIL

Social Media and Electronic Communication Policy.

Last reviewed and updated 18/07/24

The use of digital, social media, and electronic communication enables the Parish Council to interact in a way that improves communications both within the Council and between the Council and the community, and other businesses and agencies that it communicates with.

The Council has a website www.bordenparishcouncil.gov.uk, and Facebook page, and uses email to communicate. The Council will always try to use the most effective channel for its communications. Over time the Council may add to the channels of communication that it uses as it seeks to improve and expand the services it delivers. When these changes occur, this Policy will be updated to reflect the new arrangements.

Parish Council's Facebook page

The Council's Facebook page intends to provide information and updates regarding activities and opportunities within our Parish and promote our community positively.

Communications from the Council will meet the following criteria:

- Be civil, tasteful, and relevant;
- Not contain content that is knowingly unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually-oriented, or racially offensive;
- Not contain content knowingly copied from elsewhere, for which we do not own the copyright;
- Not contain any personal information.
- If it is official Council business, it will be moderated by the Clerk to the Council or Chair/Vice Chair.
- Social media will not be used for the dissemination of any political advertising.

To ensure that all discussions on the Council page are productive, respectful, and consistent with the Council's aims and objectives, we ask you to 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 the Council members or staff, will not be permitted.
- Share freely and be generous with official Council posts but be aware of copyright laws; be accurate and give credit where credit is due.
- Stay on topic.
- Refrain from using the Council's Facebook page for commercial purposes or to advertise market or sell products.

The site is 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 on to the relevant people or authorities. Please do not include personal/private information in your social media posts to us.

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Sending a message/post via Facebook 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 make direct contact with the council's Clerk by email.

We retain the right to remove comments or content that includes:

- Obscene or racist content.
- Personal attacks, insults, or threatening language.
- Potentially libellous statements.
- Plagiarised 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.
- Alleges a breach of a Council's policy or the law.

The Council's response to any communication received not meeting the above criteria will be to either ignore, inform the sender of our policy, or send a brief response as appropriate. This will be at the Council's discretion based on the message received, given our limited resources available. Any information posted on the Facebook page not in line with the above criteria will be removed as quickly as practically possible. Repeat offenders will be blocked from the Facebook page. The Council may post a statement that '*A post breaching the Council's Social Media Policy has been removed*'. If the post alleges a breach of a Council's policy or the law the person who posted it will be asked to submit a formal complaint to the Council or report the matter to the Police as soon as possible to allow due process.

Non-Parish Council Facebook pages

Occasionally, a parish council member may come across comments on external Facebook groups that contain factually incorrect information about the parish council's actions or make unfounded statements about the council or its members. The Parish Council as an entity will not engage directly on these external pages. Instead, if necessary, the council may post accurate information on its own Facebook page or website, without referencing the external group. In urgent situations, both the Chair or Vice Chair and the clerk have the authority to jointly issue such statements on the council's Facebook page or website to protect the parish council's reputation.

Parish Council Website.

Where necessary, we may direct those contacting us to our website to see the required information, or we may forward their question to one of our Councillors for consideration and response. We may not respond to every comment we receive particularly if we are experiencing a heavy workload.

The Council may, at its discretion, allow and enable approved local groups to have and maintain a presence on its website for the purpose of presenting information about the group's activities. The local group would be responsible for maintaining the content and ensuring that it meets the Council's 'rules and expectation' for the website. The Council reserves the right to remove any or all of a local group's information from the website if it feels that the content does not meet the Council's 'rules and expectation' for its website. Where content on the website is maintained by a local group it should be clearly marked that such content is not the direct responsibility of the Council.

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Parish/Town Council email.

The Clerk to the Council has their own Council email address clerk@bordenparishcouncil.gov.uk.

The email account is monitored mainly during office hours, Monday to Friday, and we aim to reply to all questions sent as soon as we can. An 'out of office' message should be used when appropriate.

The Clerk is responsible for dealing with emails received and passing on any relevant mail to Council members, committees, groups, or external agencies for information and/or action. All communications on behalf of the Council will usually come from the Clerk, and/or otherwise will always be copied to the Clerk. All new Emails requiring data to be passed on outside of the Council, will be followed up with an email requesting consent before action is taken with that correspondence.

Individual Councillors are at liberty to communicate directly with parishioners in relation to their personal views and, if appropriate, copy to the Clerk. NB any emails copied to the Clerk become official, can be shared with the full council, and will be subject to The Freedom of Information Act. These procedures will ensure that a complete and proper record of all correspondence is kept.

Do not forward personal information to other people or groups outside of the Council, this includes names, addresses, email, IP addresses, and cookie identifiers.

SMS (texting).

The Clerk may use SMS as a convenient way to communicate at times. All are reminded that this policy also applies to such messages.

Video Conferencing e.g. Skype.

If this medium is used to communicate please note that this policy also applies to the use of video conferencing.

Internal communication and access to information within the Council.

The Council is continually looking at ways to improve its working and the use of social media and electronic communications is a major factor in delivering improvement.

Councillors are expected to abide by the Code of Conduct and the Data Protection Act in all their work on behalf of the Council.

As more and more information becomes available at the press of a button, all information must be treated sensitively and securely. Councillors are expected to maintain an awareness of the confidentiality of information that they have access to and not share confidential information with anyone. Failure to properly observe confidentiality may be seen as a breach of the Council's Code of Conduct and will be dealt with through its prescribed procedures (at the extreme it may also involve a criminal investigation).

Members should also be careful only to cc essential recipients on emails i.e. to avoid the use of the 'Reply to All' option if at all possible, but of course copying in all who need to know and ensuring that email trails have been removed.