

CROOKHAM VILLAGE PARISH COUNCIL

SOCIAL MEDIA POLICY

1. Introduction

1.1 What is Social Media? Social media is the use of web-based and mobile technology to communicate, create and where permitted exchange information between individuals, organisations and communities.

2. Council & Facebook Social Media Sites

2.1 The Council authorises the use of the Facebook site by the Deputy Clerk to the Council for sharing information of interest to residents and for posting the Agenda and Minutes of relevant Council meetings. Communication will be limited to sending out information only.

2.2 The Council authorises the Deputy Clerk to use the Facebook sites in order to share relevant Zebon & Hareshill Community Centre Information with residents and the general public without prior approval. Communication will be limited to sending out information only.

2.3 Relevant Council information will be time sensitive communications including: emergency response information; community engagement; public domain information; and public service notices.

3. Moderation

3.1 The Council will nominate at least two moderators to monitor Council social media accounts, with authority to remove any inappropriate postings. Two nominated moderators are Deputy Clerk and Cllr Andrew Friend.

3.2 To limit prohibited content being posted between moderator visits, built-in moderator tools are enabled to automatically remove content that meets any of the following criteria:

- Comment is likely to be spam (based on Facebook's global algorithms)
- Author does not have a profile picture (correlation with hoax or spam accounts)
- Author does not have any friends or followers (as above)
- Comment contains profanity

4. Social Media Site Content

4.1 Social media sites are in the public domain and the Deputy Clerk must ensure the reliability and be confident of the nature of the information published.

4.2 Copyright laws still apply online. Images or text from a copyrighted source (e.g. extracts from publications or photos) without permission is likely to breach copyright. Permission should be sought from the copyright holder in advance.

4. Frequency of Updates

4.1 The Deputy Clerk should endeavour to update these sites on a weekly basis whenever possible but it is recognised that whatever information is posted should be as current as possible.

5. WhatsApp Group

5.1 The WhatsApp Group is for communication between Members and Officers for communication outside of email messages.