

Adopted at full council 16th October 2023



MELTHAM TOWN COUNCIL SOCIAL MEDIA POLICY

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Social Media (Facebook/Twitter and Instagram) Policy

1. This policy relates to the creation and management of Facebook and Twitter accounts by the Town Council.
2. The aim of this policy is to set down rules and regulations to ensure proper use of the account.
3. The aim of the project is to use the Facebook, Twitter and Instagram accounts to interact in a stronger way with the residents and to use it to advertise events and other projects of the Town Council/community.

Management

4. Town Council social media will be created and managed solely by the Town Council Office. A Facebook, Twitter and Instagram account will be created for the Town Council. No council member will have access to the administration of the social media accounts. Suggestions for social media content can be put forward by the communications committee by the nominated committee member, which is approved and managed by the Town Council's Officers. The Town Council Officers have the authority to exclude any items or comments at their discretion.
5. The accounts will be set up using the townclerk@melthamtowncouncil.gov.uk or other office email address as necessary.
6. Only information regarding the Town Council will be included. Other events taking place in the town may be promoted.
7. The accounts will only link to pages of a local government organisation or organisations/causes relating to the town.
8. No extreme religious or extreme political views will be expressed.
9. Friends/Followers of the Town Council's Social media pages cannot add content to pages directly, but they are able to share information created by the Town Council.
10. Posts on the Town Council's social media pages will only be available for followers of the Town Council's social media platforms.
11. The Town Council's logo will be the profile picture for everyone to see.
12. Photo Albums will be open for everyone to view.
13. Photographs uploaded will not have a direct view of any child's face without the prior consent of their guardian.
14. The accounts will be maintained by the office staff who will remove

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messages which include:

- Abusive language content which may cause offence to a specific group of people e.g., comments on a person's sexuality, sexist comments, racial comments etc.
 - Which contain potential libelous comments
 - Any other comment which may cause offence in any way.
15. If any matters raised are relevant and need to be discussed by the Town Council then further information will be sought and brought to the relevant council meeting/committee.
16. Event dates will be created for any Town Council event taking place. Other events taking place in the town may be promoted.
17. People will be encouraged to be "friends" of and "follow" the Town Council
18. If "friends" or "followers" are repeatedly abusing the Town Council's accounts, then they will be removed from the friends/followers list and unable to post to the accounts. Instances which would involve removal include repeated:
- Posting with abusive language content
 - Posting comments which may cause offence to a specific group of people e.g. comments of a person's sexuality, sexist comments, racial comments etc.
 - Posting potential libelous comments

Any other comment which may cause offence in any way.

19. The account will not be used for playing games, adding applications, or anything of a personal nature. Contravention of this rule could result in disciplinary procedures.
20. Private messages will not be responded to as all correspondence needs to be addressed by email to the Town Council Offices or via the website reporting option.
Any posts by "friends"/"followers" raising issues/questions/comments will not be answered. Any queries need to be addressed by email to the Town Council Offices or via the website reporting option. An automated message will be sent directing enquiries to the Town Council Offices.

Changes

21. This policy will be a living document and can be altered by the Town Council Office Staff, if necessary, to allow immediate action should the unexpected arise. This will be key to overcome teething problems that have not already been identified. Changes to the policy will be

highlighted at the next Town Council meeting to keep members abreast of the changes for their approval. This policy will be kept under review by the Town Council.

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