



Newton Flotman Parish Council

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Social Media Policy

This Social Media Policy aims to describe how the Parish Council will use social media to improve and expand the ways in which it communicates with its local residents, local businesses and visitors.

Social media provides alternative channels for the Parish Council to disseminate information and respond to questions and queries raised by people who live in, work in and visit Newton Flotman Parish.

All accounts set up in the Council's name will first be approved by the Council and the Council will ensure that the appropriate security settings are in place.

The Council will appoint a moderator(s) for each and every channel used. They will be responsible for posting and monitoring of the content ensuring it complies with this Social Media Policy.

The Parish Council's Social media may be used to:

- post minutes, dates of meetings and agendas
- advertise events and activities
- communicate news stories
- advertise vacancies
- announce new information
- post or share information from partners i.e. Police, Library and Health etc.
- post or share information from other Parish related community groups

All communications will:

- be responsible and respectful
- be direct, informative, brief and transparent
- clearly state affiliation to the Parish Council
- never make false or misleading statements
- be the pre-agreed view of the Parish Council and not of individual Councillors
- use sentence case format
- not use language that may be deemed as offensive relating in particular to race, sexuality, disability, gender, age or religion or belief
- avoid personal attacks, online fights and hostile communications
- not use an individual's name unless written permission to do so has been obtained

- not include photographs or videos unless permission has been sought from the persons or organisations in the video or photograph beforehand
- respect the privacy of other councillors and residents
- not include any content that may violate laws or regulations, including libel and copyright.

The Council reserves the right and the moderator/s will endeavour 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
- information or links unrelated to the content
- commercial promotions or spam

Such posts will also be reported to the Hosts (e.g. Facebook) and also the clerk.

Sites will be monitored regularly, however it will not always be possible to reply individually to all messages or comments received. However the Council will endeavour to ensure that any emerging themes or helpful suggestions are picked up at future meetings or passed onto the relevant authority.

Where possible, the 'poster' will be kept informed of the progress of their comment or suggestion.

It should be noted that not all communications require a response.

Councillors or parishioners who have any concerns regarding content placed on social media sites should report them to the Clerk.

The Parish Council's Social Media should be checked and updated on a regular basis and ensure that the security settings are in place.

This policy will be reviewed annually.

Adopted September 2020
For review September 2023