



ALDERHOLT PARISH COUNCIL SOCIAL MEDIA POLICY

Policy Statement

The aim of this policy is to set out a code of practice to provide guidance to parish councillors and council staff in the use of online communications, collectively referred to as social media.

Use of Social Media

The use of Social Media will not replace existing forms of communication. The use of social media will be used:

- To enhance communication.
- To communicate with more people, including more young people.
- To provide information for people who can't get to the Council offices.
- To promote and provide positive publicity for Alderholt.
- To receive residents' views and issues.
- To provide an alternative way for residents to communicate their views, issues and questions, bearing in mind that some are more comfortable communicating online.
- To promote two-way communication and consultation.
- To share information from other councils, community groups and charities.

The Policy

The Council will only partake in social media in the following mediums:

- The Parish Council Website.
- Alderholt Parish Council Facebook page linked to the Alderholt Facebook page.
- Press releases.

The Council will appoint;

- the Clerk and the Assistant to the Clerk as administrators for the Parish Council website. They will be responsible for posting and monitoring the content ensuring it complies with the social media policy.
- A nominated Councillor will act as moderator on the Alderholt Parish Council Facebook page. Comments posted will be moderated but not those made in response to a post. Responses should remain corporate and professional at all times.

- Press releases should be written by the Chairman of the Parish Council, in liaison with the clerk and submitted to the relevant press office via the Parish Office. They should reflect Council policy and decisions and not personal opinion.

Messages/posts via social media sites 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.

Information that is published should be factual, fair, thorough, and transparent.

Responsibilities of Councillors

When participating in social media councillors must be mindful of the Code of Conduct and its principles based on selflessness, integrity, objectivity, accountability, openness, honesty, and leadership.

Councillors

- Must not present personal opinions as that of the Parish Council.
- Must not present themselves in a way that might cause embarrassment to the Parish Council.
- Will not post inflammatory comments.
- Will not engage in personal attacks.

This policy will be reviewed annually by Alderholt Parish Council.

Date	Min	Action
02/10/17	P&F 27/17	Adopted – 2 sentences deleted
10/10/22	APC 131/22	Review – remove DAPTC FB Group and change Policy and Finance Committee to Alderholt Parish Council
09/10/23	APC 170/23	To incorporate wording for new Council FB page and removal of contentious and potential wording.