

# Crowle & Ealand Town Council

## Social Media Policy



### 1.0 Purpose

1.1 This policy relates to the management of Crowle and Ealand Town Council's Social Media accounts. Currently this Council holds a Facebook account only.

1.2 The aim of this policy is to set down rules and regulations to ensure proper use of these accounts.

1.3 Social Media is used by this Council to interact in with local residents and to advertise events and other projects of the Town Council/community.

### 2.0 Management

2.1 All accounts will be created and managed solely by the Town Clerk. No council member will have access to the administration of these accounts page or any other social media account subsequently created.

2.2 Only information regarding the Town will be entered. Other events taking place may be promoted at the discretion of the Town Clerk after taking advice from the Mayor.

2.3 The accounts will link to pages of a local government organisation or organisations /causes relating to the town and other links at the discretion of the clerk.

2.4 No religious or political views will be expressed and Crowle and Ealand Town Council will be mindful at all times of its equality policy when administering the page.

2.5 "Friends" will not be allowed to post new topics to the Facebook "wall". However, friends will be able to comment on wall topics created by the Town Council.

2.6 The Town Council's logo will be used as the profile picture for any accounts.

2.7 Photo Albums will be open for everyone to view.

2.8 Photographs uploaded will not have direct view of any child's face unless the necessary consents have been obtained.

2.9 The accounts will be maintained by the Town Clerk who will remove any messages or comments which contain abusive language content which may cause offence to a specific group of people e.g. comments on a person's sexuality, sexist comments or racial comments or any other comment which may be potentially libellous or likely to cause offence in any way.

3.0 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 or committee meeting.

3.1 Event dates may be created for any Town Council event taking place. Other events taking place in the town may be promoted.

3.2 Any person that repeatedly abuses the Town Council's account will be removed from the friends/followers list and unable to post to the town council's page. Examples of behaviour that would result in removal would include:

- Repeatedly posting using abusive language.
- 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 comments that are potentially libellous or,
- Any other comment which may cause offence in any way.

3.3 The account will not be used for playing games, adding applications, or anything of a personal nature.

3.4 Any posts by "friends"/"followers" raising issues/questions/comments that cannot be answered "simply" will be provided with the Town Council e-mail address and asked to contact the Clerk. Private messages will be sent in response to anyone sending an initial private message to the Town Council account. If a "simple" response does not satisfy the enquiry then similarly the person will be asked to email the Council with the request for comment.

3.5 Articles and photographs for inclusion on fb:

Councillors can request items to be included by sending photographs, posters or draft posts by e-mail to the clerk at [clerk@crowleanddealandcouncil.org](mailto:clerk@crowleanddealandcouncil.org).

4.0 Amendments

4.1 This policy will be a living document and can be altered by the Town Council, if necessary, to reflect the ever moving Social Media 'goal –posts'. This policy will be kept under review by the Town Council and will be formally reviewed annually.

Adopted: November 2020

Review: November 2021