



UPTON BY CHESTER AND DISTRICT PARISH COUNCIL

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UPTON BY CHESTER AND DISTRICT PARISH COUNCIL SOCIAL MEDIA POLICY

The aim of this Policy is to set out a Code of Practice to provide guidance to employees and Parish Councillors in the use of online communications, collectively referred to as social media.

Social media is a collective term used to describe methods of publishing on the internet. The policy covers all forms of social media and social networking sites which include (but are not limited to):

- Parish Council Website
- Facebook, Instagram, Snapchat and other social networking sites
- Twitter and other micro blogging sites
- You Tube and other video clips and podcast sites
- LinkedIn
- Blogs and discussion forums
- Parish Council emails

Who it applies to:

The principles of the Policy apply to the use of social media by Parish Councillors and all employees of the Parish Council.

It is also intended for guidance for others communicating with the Parish Council.

Use of social media:

The use of social media will not replace existing forms of communication. The Parish Council's bi-annual newsletter will continue to be the main communication between the Parish Council and Upton residents. The website and other forms of social media (currently Twitter and Face Book), will be used to enhance communication.

The Policy:

1. The Parish Council Clerk will be responsible for all Parish Council social media; a nominated Councillor will act as moderator. They will be responsible for posting and monitoring social media content, ensuring it complies with the Social Media Policy. The Clerk and the moderator have the authority to remove any posts made by third

parties from Parish Council social media pages which are deemed to be defamatory or of a libellous nature.

Such posts will also be reported to the hosts (i.e. Facebook).

1.1 The Pavilion Supervisor will be responsible for all social media related to the promotion of Upton Pavilion and the QE II playing fields and sporting facilities.

2. The Parish Council Clerk will be “webmaster” to maintain and update the Parish Council website.

3. Social Media will be used to:

- Post all Parish Council statutory documents including agendas, minutes, dates of meetings.
- Provide a calendar to advertise events and activities.
- Post 'good news' stories linked to the website or press page.
- Advertise vacancies on the Parish Council or for councillors and employees.
- Share information from partner organisations, e.g. the Police, schools, community groups and the Borough Council.
- Make announcements.
- Post the contact details of the clerk for the purpose of queries, comments and complaints.
- Advertise the Pavilion room hire arrangements, the Bowling Green, Tennis Courts and Football Pitches.
- To promote events, classes and activities taking place at the Pavilion and QE II Playing fields – but not to endorse any individual or business in a commercial capacity.
- To cultivate a 'dialogue' with Upton residents to encourage participation in Parish Council business and an interest in Upton Pavilion and facilities.

4. Facebook and Twitter will be used to support the website information above.

5. Individual Parish Councillors are responsible for what they post in a personal capacity; they are personally responsible for any online activity conducted via their Parish Council published email address which should only be used for council business. Councillors are requested to have separate personal email addresses and social media accounts, and adhere to **The Members' Code of Conduct** (appendix 1)

6. All social media sites in use should be checked and updated on a regular basis by the clerk and ensure that the security settings are in place.

7. When (the clerk or nominated Councillor is) participating in any online communication on behalf of the Parish Council they should:

- Be responsible and respectful; be direct, informative, brief and transparent.
- Always disclose your identity and affiliation to the Parish Council; never make false or misleading statements.
- Keep the tone of comments respectful and informative, avoid condescending or “loud.” Use sentence case format, not simply capital letters and do not write in red for emphasis.
- Refrain from posting controversial or potentially inflammatory remarks. Language that may be deemed as offensive relating in particular to race,

sexuality, disability, gender, age or religion or belief should not be published on any social media site.

- Avoid personal attacks, online fights and hostile communications.
- Never use an individual's name unless you have written permission to do so.
- Permission to publish photographs or videos on social media sites should be sought from the persons or organisations in the video or photograph before being uploaded.

8. Councillors using social media not directed by the Parish Council:

- Should not present themselves in a way that might cause embarrassment. All Parish Councillors need to be mindful of the information they post on sites and make sure personal opinions are not published as being that of the Council or bring the Council into disrepute or is contrary to the Council's Code of Conduct or any other Policies.

9. Respect the privacy of other councillors and residents.

10. Do not post any information or conduct any online activity that may violate laws or regulations (see appendix 1).

11. Residents and Councillors should note that not all communication will receive an immediate response.

- There will not always be an immediate response to communications as they may be discussed by the Parish Council and some responses will need to be agreed by the Parish Council; in this instance the Clerk will inform the correspondent of that.
- The Parish Clerk and the nominated Councillor will be responsible for all final published responses.
- If a matter needs further consideration it may be raised at either the open forum or as a full agenda item for consideration at a Parish Council meeting. The poster shall be informed via the page or direct message that this is the case.
- If the moderator feels unable to answer a post for example of a contentious nature this shall be referred to the Parish Clerk. The poster will be informed by way of response to this fact and also be invited to correspond with the Parish Clerk directly.
- Some communication from residents and other third parties may be required to be discussed at a Parish Council meeting. When this is necessary the item will be placed on the next available agenda. An agreed response will then be included in the minutes of the meeting.

12. The Clerk and nominated moderator will remove any negative posts which may contain personal and inflammatory remarks, libellous or defamatory information without further comment or notification.

13. Councillors or residents who have any concerns regarding content placed on social media sites should report them to the Clerk of the Council. Misuse of such sites in a manner that is contrary to this and other policies could result in action being taken.

14. The Policy will be reviewed annually.

Appendix 1

Additional background information (IDeA) 2010

Libel If you publish an untrue statement about a person which is damaging to their reputation they may take a libel action against you. This will also apply if you allow someone else to publish something libellous on your website if you know about it and don't take prompt action to remove it. A successful libel claim against you will result in an award of damages against you. **Copyright** Placing images or text on your site from a copyrighted source (for example extracts from publications or photos) without permission is likely to breach copyright. Avoid publishing anything you are unsure about, or seek permission in advance. Breach of copyright may result in an award of damages against you. **Data Protection** Avoid publishing the personal data of individuals unless you have their express written permission. **Bias and pre-determination** If you are involved in determining planning or licensing applications or other quasi-judicial decisions, avoid publishing anything that might suggest you don't have an open mind about a matter you may be involved in determining. If not, the decision runs the risk of being invalidated. **Obscene material** publication of obscene material is a criminal offence. **Electoral periods and purdah** The Electoral Commission requires that candidates provide a return of expenditure on any form of advertising or campaign literature and that includes web advertising. And there are additional requirements, such as imprint standards for materials which can be downloaded from a website. Full guidance for candidates can be found at www.electoralcommission.org.uk
www.electoralcommission.org.uk/guidance/those-we-regulate/candidates-and-agents.

The Council's legal position

Material published by a local authority as an organisation is, for obvious reasons, restricted in terms of content. It must not contain **party political material** and, in relation to other material, should not persuade the public to a particular view, promote the personal image of a particular councillor, promote an individual councillor's proposals, decisions or recommendations, or personalise issues. Nor should the council assist in the publication of any material that does any of the above.

The Members' Code of Conduct – Guidance for Councillors

NB The Localism Act 2011 placed a general obligation to *"promote and maintain high standards of conduct by members and co-opted members of the authority"*

Councillors can have 'blurred identities, you may have a social media account where you comment both as a councillor and as an individual. Ensure it is clear when you are posting in a private capacity or as a councillor. Such blurred identities might for example have implications where your views are taken as those of your organisation or political party, rather than your personal opinion. There is the need to get social media accounts/ profiles clear, to be confident as to what you can and can't say while you are representing the Parish Council. How you use your online identity will also determine how online content will be treated in respect of the Members' Code of Conduct. Councillors may be communicating politically. **There is a difference between communicating on behalf of the council, for example blogging as a councillor or as a private citizen and the former will be held to a higher standard than the latter.** The key to whether your online activity is subject to the Code of Conduct is whether you are giving the impression that you are acting as a councillor. And that stands whether you are in fact acting in an official capacity or simply giving the impression that you are doing so. This may be less than clear if you have a private blog or a Facebook profile.

There are a number of factors which will come into play which are more a question of judgment than a hard and fast line. For example, a Standards Committee may take into account how well known or high profile you are as a councillor, the privacy settings on your blog or social networking site, the content of the site itself and what you say on it. Most councillors are using their online profile to communicate with citizens about

representing their local area so engaging the code, if necessary, should be a relatively straightforward decision. Since the judgment of whether you are perceived to be acting as a councillor will be taken by someone else, it's safest to assume that any online activity can be linked to your official role. It is worth noting that web links to official council websites may give or reinforce the impression that you are representing the council. Unless you've gone to significant effort to keep an online persona completely separate from your councillor identity, you are unlikely to be able to claim that you were acting in a completely private capacity. Members should comply with the general principles of the Code in what they publish and what they allow others to publish.

Some of the terminology in social media, like 'following' or 'friending' can imply an intimacy that's not really there. Both terms just mean you have linked your account to someone else so you can share information. Savvy internet users are used to this, but some people can feel a frisson of unease when their council, local police service or councillor begins following them on Twitter before establishing some sort of online relationship. Some councillors wait to be followed themselves first. Do make use of other communication functions that social media allows you. Twitter's 'list' function, for example, can help you to follow local people in a less direct way. And bloggers are almost invariably happy for you to link to them, so you don't need to ask first in this instance. Social media is transparent. The best bloggers admit mistakes rather than try to cover them up (which isn't possible online). Amending your text and acknowledging your mistake; perhaps by putting a line through the offending words and inserting a correction or providing an update section at the bottom of a blog post – shows you are not pretending it never happened, and is much better than just deleting it when dealing with online misfires.