

HAMBLEDEN PARISH COUNCIL

SOCIAL MEDIA POLICY

as resolved at the meeting held on 11th July 2016

What is Social Media?

Social media is the term commonly given to website and online tools allowing users to interact with each other in some way – by sharing information, opinions, knowledge and interests. This interaction can be through computers, mobile phones and new generation technology such as iPhones and iPads.

Examples of popular social media tools include: Twitter, Facebook, You Tube, Pinterest and blogs.

Social media can provide a useful alternative to official means of communication such as written correspondence and telephone conversations for the Parish Council to inform and respond to questions and queries raised by the people who live, work and visit Hambleden Parish.

Parish Council Use of Social Media

Hambleden Parish Council use social media to, amongst other items:

- Publish information about the work of the Parish Council to a wider audience
- Provide updates, news and information from a range of sources relevant to the Parish
- Promoting Community events and activities
- Post good news stories
- Provide links to useful trusted external websites

The use of Social Media will not replace any existing forms of communication and the main media for the purpose of communicating information will remain the Parish Council website.

Responsibilities

The Parish Clerk is the designated owner of the Parish Council Social Media channels agreed by the Council and will be responsible for monitoring and updating information. No account details must be changed without the permission of the Parish Clerk.

Monitoring Accounts

Any social media platform used by the Parish Council is not monitored all 24/7 and not all messages or comments will be individually replied to. Sending a message via Facebook will not be considered as contacting the Parish Council for official purposes, please see the Contact Details form on www.hambleden.org.uk. We do not undertake to follow or connect with any person who contacts the Parish Council via Social Media.

It is expected that any comments on Social Media platforms will be:

- Polite and relevant
- Not promote political parties
- Not advertise specific products or services
- Not contain unlawful, libelous, threatening, obscene or offensive language
- Private or personal information published without consent.
- Not contain spam or commercial promotions.

Any person deemed to be not complying will not be tolerated and can result in a ban from the social media platforms. The Council reserve the right to remove any posts or comments that do not meet these guidelines.

View expressed by others are not necessarily endorsed by Hambleden Parish Council and the Parish Council is not responsible for the accuracy of content posted by others, nor does it accept any responsibility or liability for any injury, loss or damage incurred as a result of reliance upon information posted on Social Media.