



SOCIAL MEDIA POLICY

This policy relates to the creation and management of social media accounts held by the Burley Parish Council.

The aim of this policy is to set down rules and regulations to ensure proper use of the account/s. This policy applies to all councillors and staff employed by the Parish Council. Breach of the policy may result in disciplinary action.

Guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies employees are expected to live every day, whether you're Tweeting, or talking with residents.

Your responsibility to Burley Parish Council doesn't end when your day ends. For this reason, this policy applies to both Parish Council social media and personal posts to Parish Council social media as both relate to the Parish Council.

1. What you can do:

- **Disclose your association** - If you post about the Parish Council regarding work related matters or issues that are within your area of job responsibility you must disclose your affiliation to the Parish Council.
- **State that It's YOUR opinion** - Unless you are authorised to post on behalf of Burley Parish Council, you must state that the views expressed are your own. Parish Council employees must not speak on behalf of the Parish Council outside of their working hours.
- **Protect the community** - Be careful about personal or community information you post or share online.
- **Act responsibly** - When posting to other online social media communities, (via parish council social media platforms) do not misrepresent the Parish Council or yourself.
- **Honour our differences** - The Parish Council will not tolerate discrimination (including age, sex, race, colour, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status) or any other legally recognised protected basis under UK law.

2. What you should never do:

- **Anything that's not yet in the public domain** - Other areas like agenda's, meeting days etc, should be publicised through normal channels – the website, public notices boards but not through social media.
- **Personal information** - Never share personal information about our residents, or community groups without their prior permission.
- **Legal Information** - Anything illegal must not be shared.
- **News for another group or somebody else** - Other people and groups are responsible for posting their own material. We should not post copy-righted publications, logos or images that may be subject to approval or parental consent, for example photos of children or groups of children.
- **Confidential Information** - Do not publish, post, or release information that is considered confidential.