

## **Long Stratton Town Council Social Media Policy**

### **X formally known as Twitter & Facebook**

Long Stratton Town Council currently does not operate X and therefore this policy will be implemented if the Council resolves to operate X, operated by the Council office staff. There is an Long Stratton Town Council Facebook page operated by the Community Engagement Officer and Town Clerk. There may be other accounts agreed by the Council or Committees as deemed appropriate, staff will be delegated to manage the accounts by the Town Clerk.

Any authorised Town Council, X and Facebook accounts will be used to help keep local residents, businesses, interested parties and visitors to the Town informed of important Town Council related news, events and updates, as per the Communications Plan.

Followers can expect posts covering some or all of the following:

- Alerts about new content on other digital networks, such as news, publications, events, photographs, links, publicity campaigns and Council/Committee meetings;
- Invitations to provide feedback on specific issues on which we are consulting;
- Information on incidents in the town e.g. road closures
- Information from Committees;
- Occasional live coverage of events;
- Council related queries dealt with promptly;
- Conversation on a wide range of topics, including methodology or ice breakers used to build relationships with key players or new contacts;
- Reposts, likes or shares on a variety of subjects at the discretion of the account operator, providing information of interest to followers; (N.B. Use of 'repost', 'like', 'share' or 'favourite' buttons should not be seen as an endorsement, these are to share or store information)
- Confidential business will not be disclosed via any X or Facebook account;
- Social media will not be used for personal gain.

The Town Council will not automatically follow back any followers, or use the like button on Facebook, this decision is at the discretion of the account operator. Being followed or liked does not imply any endorsement of any kind.

Councillors, many have X or Facebook accounts that they operate personally, they are duty bound to not disclose confidential business or to bring the Council into disrepute. The Code of Conduct will apply to all Social Media activity by Councillors.

### **General guidelines**

Any X and/ or Facebook accounts will be updated regularly and monitored on occasion during working hours, and/or remotely via secure connection on a computer, laptop, iPad or Smart Phone.

A Link to posts, shall feature via the home page of the Council's website  
**[www.longstrattoncouncil.info](http://www.longstrattoncouncil.info)**

A new X or Facebook account may be used to support a new initiative or special event.

Inappropriate language or anything that might contravene libel, defamation, copyright or data protection laws will be removed and subject to reporting to the appropriate authority. In extreme cases persistent offenders may be blocked.

X and/or Facebook may occasionally be unavailable and the Town Council accepts no responsibility for lack of service.

Feedback and ideas are welcomed from all sections of the community and the Town Council will endeavour to join the conversation where possible. However, it may not be possible to reply individually to all messages.

Emerging themes or relevant suggestions will be passed to the relevant persons or authorities.

Inappropriate use of X or Facebook as deemed by the Town Council could be subject of disciplinary action against employees.

The general conduct of Staff and Councillors on X and Facebook must not compromise the Council as a whole and/or bring the Council into disrepute.

X and Facebook will not be used to join in conversations however where the Town Clerk feels it is appropriate, it can be used to correct misconceptions and to put informative information into the public domain.

### **Other Social Media sites**

The Town Council staff operate a WhatsApp group to enable immediate group discussion and information sharing, particularly when needing to deal with out of hours issues.

Long Stratton Town Council shall use other social media sites as they deem appropriate and apply similar common sense disciplines as described within this policy.

Adopted by Long Stratton Town Council February 2024

Review date February 2026