

Social Media Policy

1. This policy relates to the management of Epworth Town Council's Facebook account and to the possible creation and use of other Social media tools in the future (i.e. Twitter/Instagram etc.) should the Council decide that using additional media is appropriate.
2. The aim of this policy is to set down rules and regulations to ensure proper use of these accounts.
3. The initial aim will be to use solely the Facebook account to interact in a stronger way with local residents and to use it to advertise events and other projects of the Town Council/community.

Management

4. All Town Council social media will be created and managed solely by the "social media team" No council member will have access to the administration of the Facebook page or any other social media account subsequently created other than those authorised by full council.
5. All such accounts will be set up using the epworth.council@btconnect.com or other office email address as necessary.
6. Only information regarding the Town will be entered. Other events taking place may be promoted at the discretion of the "social media team" after taking advice from the Chairman of the Council or the appropriate Chairman of the various committees if necessary.
7. 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 "social media team".
8. No religious or political views will be expressed and Epworth Town Council will be mindful at all times of its equality policy when administering the page.
9. "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.
10. Posts on the Facebook page will be available for all users of "facebook" to see.
11. The Town Council's logo will be used as the profile picture for its facebook page.
12. Photo Albums will be open for everyone to view.
13. Photographs uploaded will not have direct view of any child's face unless the necessary consents have been obtained.
14. The accounts will be maintained by the "social media team" 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 libelous or likely to cause offence in any way.
15. 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.
 16. Event dates may be created for any Town Council event taking place. Other events taking place in the town may be promoted.
 17. People will be encouraged from time to time to be “friends” of and “follow” the Town Council
 18. “Friends” or “followers” who repeatedly abuse 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 behavior 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 libelous or,
 - Any other comment which may cause offence in any way.
 19. The account will not be used for playing games, adding applications, or anything of a personal nature. Contravention of this rule could result in disciplinary procedures.
 20. 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.
 21. 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 “social media team” at epworth.council@btconnect.com Urgent items should be clearly marked in the subject line of the e-mail so that the “social media team” can take the necessary steps to ensure they are inserted as quickly as possible after they are received.

Amendments

22. This policy will be a living document and can be altered by the Town Council, if necessary, to allow immediate action should the unexpected arise. This will be key to overcome teething problems that have not already been identified. Changes to the policy will be highlighted at the next Town Council meeting to keep members abreast of the changes for their approval. This policy will be kept under review by the Town Council and will be formally reviewed annually.