



## Fakenham Town Council

### **SOCIAL MEDIA POLICY**

#### **1. Town Council Use of Social Media – Principles**

Social Media is used:

- i. To publish information about the work of Fakenham Town Council ('the Town Council')
- ii. To clarify the Council's position on any Council business.

#### **2. Approved Town Council Social Media**

The Town Council has approved the use of Facebook and Twitter and the Town Council website to promote its work and to communicate its approved messages .

The Town Council Facebook page can be found at:

<https://www.facebook.com/FakenhamTownCouncil>

The Town Council Twitter page can be found at:

<https://twitter.com/home>

The website can be found at:

[www.fakenhamtowncouncil.org.uk](http://www.fakenhamtowncouncil.org.uk)

#### **3. Town Council Social Media management**

The Clerk or Chairman are authorised to issue approved official press releases.

The Clerk and Deputy Clerk are nominated to post updates to social media pages.

#### **4. Guidance for Town Councillors on the use of Town Council Social Media**

- i. Councillors and Officers should be familiar with formal Terms of Use on third party websites – e.g. Facebook – and adhere to these at all times.

- ii. Information not already in the public domain (e.g., available on the Town Council's website or published in Minutes) should not be published without the prior approval of the Chairman or Clerk.
- iii. Published information should be factual, fair, thorough and transparent.
- iv. Awareness that published information may remain in the public domain indefinitely, without the opportunity for retrieval/deletion, is essential
- v. Copyright laws must be respected.
- vi. Private conversations or internal reports should not be published without permission.
- vii. Other organisations should not be referenced without their approval. If referenced, there should be a link back to the original source.
- viii. Anything regarded in the workplace as unacceptable should not be published.
- ix. Officers and Councillors are seen as ambassadors for the Town Council and should always act in a responsible and socially aware manner.

## **5. Third party Social Media and Individual Councillor Usage**

When acting in a private capacity councillors and officers should avoid giving any impression they are acting on behalf of Fakenham Town Council.

The Council has adopted a Code of Conduct which is binding and, when using Social Media in their official capacity, councillors and officers should be mindful of the Code, and the seven Nolan principles applicable to holding public office.

Guidelines:

- Set appropriate privacy settings for any blog or networking site.
- Beware of defamatory or obscene posts from others on any blog or page, and remove as soon as possible to avoid any perception such views are condoned.
- Councillors, particularly those with a higher profile, should be aware that any views posted could be interpreted as comment made in an official capacity on a blog or network.
- Any information accessed as a Town Councillor or Officer, not already in the public domain, should not be published.
- As a councillor or officer 'political' points and specific or personal comments about individuals should be avoided

- Blogging in haste or making comments unlikely to be said in face-to-face contact should be avoided.
- Town Council facilities should not be used for personal or political purposes.