

## **KESGRAVE TOWN COUNCIL**

### **Social Media Policy**

1. Social media accounts operated by the Town Council 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.
2. The accounts will be managed by the Officers on behalf of the Town Council who will seek to ensure that any legal obligations or best practice guidelines are adhered to.
3. Members of the public can expect social media updates covering some or all of the following:
  - Alerts such as news, publications, events, publicity campaigns, Council/Committee meetings and new content on our other digital channels
  - Invitations to provide feedback on specific issues on which we are consulting
  - Information about or from our partners or other local groups about what they're doing
  - Occasional live coverage of events
  - To advertise vacancies
4. The Town Council may follow or subscribe to social media accounts from other users. This does not imply endorsement of any kind.
5. The accounts will be updated and monitored during working hours only and will be non-political. Political posts will be removed and the Town Council will not engage on issues of party politics at any time.
6. Any posts that use inappropriate language or anything that might contravene libel, defamation, copyright or data protection laws will be removed.
7. Any concerns regarding content should be reported to the Council office and appropriate action will be taken. Any official complaints about content should follow the Council Complaints Policy. Social media should not be used to raise concerns or complaints about the Council. The Council will not respond to them.
8. The council will make all endeavours to only publish substantiated/fact checked information.
9. Online social media sites may occasionally be unavailable and the Town Council accepts no responsibility for lack of service.
10. Feedback and ideas are welcomed from all sections of the community and the Town Council will endeavour to join conversations where possible. However, it may not be possible to reply individually to all messages.
11. Emerging themes or helpful suggestions will be passed to the relevant persons.
12. The Malicious Communications Act 1988 will be used by the Town Council as a tool to prevent any bullying, harassment or threatening of others. All postings and comments made on social media sites are recorded and can be used in evidence where an offence is committed. Any message that is sent and considered to be indecent or grossly offensive, a threat, or contains information which is false and known or believed to be false by the sender may form an offence under this act.
13. The Town Council keeps updated its privacy practice to be transparent and give control over how personal data is handled.

Last reviewed: 21 June 2021

Next review due: 21 June 2023