

EASTRY PARISH COUNCIL SOCIAL MEDIA & WEBSITE POLICY INTRODUCTION.

This Policy is intended to help staff and members of Eastry Parish Council make appropriate decisions about the use of social media and use of computers.

This Policy outlines the standards which should be observed when using social media and computers, the circumstances in which use of social media will be monitored and the action which will be taken in respect of breaches of this Policy.

This Policy is intended to: (i) Introduce various forms of social media (ii) Set down rules governing the basic use of social media (iii) Provide guidance in relation to the use of social media and to highlight some of the pitfalls to avoid (iv) Guidance on the personal use of Eastry Parish Council computers (v) Email usage for staff and councillors All Councillors and employees are expected to comply with this policy at all times to protect the privacy, confidentiality and interests of Eastry Parish Council and anyone, or company, Eastry Parish Council is dealing with. Only those persons authorised by the Parish Clerk are permitted to post material, or use the Council's logo, heading or imagery on social media and websites in the Council's name and on its behalf.

Examples of social media:

Facebook: mainly a website which allows users to create profiles, upload photos and videos, send messages and keep in touch with friends, family and colleagues

Twitter: for telling people what one is doing or thinking

Instagram: for showing people pictures

YouTube: for showing people videos

LinkedIn: for work networking Currently Eastry Parish Council uses:

Facebook (<https://www.facebook.com/EastryPC>)

Website (<https://eastry-pc.gov.uk/>)

Twitter (@PcEastry)

Instagram <https://eastry-pc.gov.uk/>

SOCIAL MEDIA (FACEBOOK, TWITTER AND INSTAGRAM)

- (i) The Eastry Parish Council intends to use its Social Media to: Provide information and updates regarding activities and opportunities within Eastry Parish and promote positive thoughts and comments from residents within the parish. In order to ensure that all discussions on any Eastry Parish Council social media platform are productive, respectful, energised and consistent with the Council's mission and goals, we ask you to follow these guidelines:
- (ii) Be considerate and respectful of others. Vulgarity, threats or abuse of language will not be tolerated.

Differing opinions and discussion of diverse ideas are encouraged, but personal attacks on

anyone, including Eastry Parish Council members or staff, will not be permitted.

- (iii) Share freely and be generous, but be aware of copyright laws; be accurate and give credit where credit is due.
- (iv) Stay on topic.
- (v) Refrain from using any Social Media page for commercial purposes or to market products.

USE OF EASTRY PARISH COUNCIL WEBSITE

This part of the policy reflects the Council's intentions on how the website will be managed, and how the content and links to external sites will be determined.

- (vi) Eastry Parish Council is committed to providing and promoting access to news, history and information relevant to the Parish of Eastry for public access and one of the ways is to maintain a website. The Parish Clerk and the Communications Working party should maintain the website content to ensure it is up to date.

Content: The Clerk and Communications Working party may evaluate all potential content requests from outside bodies to ensure it is appropriate for the Parish Council website.

Photographs: The photo gallery is used to store and display photographs of interest appropriate to Eastry and is editable by the Clerk and the Communications Working party. Photographs of children can be used on the website without consent only where individuals cannot be identified (eg from a distance). Eastry Parish Council will obtain consent of parent/carer of children if identifiable photos are used. Personal details of children will never be shown in photographs or included in any accompanying text.

Photographs showing adults in group situations or where individuals are unidentifiable are used without seeking consent from those individuals involved. They will be removed however upon request by an individual involved.

Website Links: Eastry Parish Council's website contains hyperlinks to other public and private organisation websites. External links are identified in the link text or an accompanying description. To be included websites must meet the following criteria: (i) The primary intent of the website is to educate or inform; (ii) The site's owner or sponsor is easily identifiable, and contact information is provided; (iii) The site does not charge for access; (iv) The site does not promote a specific political or social agenda; (v) The site provides useful information on local services for the community; (vi) Only Eastry, surrounding parishes and local & central government website links should be published. Since website content may change or disappear entirely without notice, the council cannot be held responsible for the content or accuracy of external websites.

USE OF SOCIAL MEDIA BY STAFF AND COUNCILLORS

When using social media Councillors and Staff should not represent their personal views as being either the views or the policies of the Parish Council, nor should they represent their views as being those of other Councillors or staff unless with those Councillors' or staff's express permission. Councillors and staff should refrain from personal criticism in social media of other Councillors/staff and individuals or organisations with whom the Parish

Council has dealings.

(vii)

We all have our own personal views and opinions. However when we represent Eastry Parish Council we do so as a Council that means collective views (decisions). When representing the EP Council in personal or online we must be considered and refrain for using personal opinions.

All this means:

1. Use EPC **email for council business**. Keep personal email for non EPC business.
2. Use EPC **signature** and **Clr** title only for EPC business. Don't use Clr title to express personal opinions online or in person.

PERSONAL USE OF COMPUTERS

Computers provided to members of staff to carry out authorised business functions. The equipment should not be used by anyone other than a staff member or someone authorised to act on behalf of the Parish Council.

ACCEPTABLE USE

Eastry Parish Council accepts that some personal use, including use of the internet emails will occur. This should only occur when computers are not needed for office work, within your own time. Nevertheless, as a generality, personal use should not be frequent or excessive.

You must not use office computers or services for outside business interests. Personal usage should be within the bounds of law and decency. You should ensure appropriate courtesy and respect to others. No sexually explicit or racist material, indecent images of children or any material likely to cause offence or embarrassment to others should be created, downloaded or accessed. You should only visit chat rooms or social networking sites directly related to work purposes, such as Data Protection and Freedom of Information. Failure to abide by the terms of this Policy may result in disciplinary action for staff.