

Wem Town Council

Social Media Management Policy

Adopted 25.8.16, amended 30.7.20 updated 12.10.21

1. Introduction

Wem Town Council realise that social media and networking websites have become a regular part of everyday life and that many people enjoy membership to sites such as Facebook and Twitter. This policy relates to the management of the Town Council's Facebook Page

2. Use of Social Media

The Town Council's aim is to inform members of the community and the wider local area, through as many communication channels as possible, about what is happening within the Town and local area and share important news and information. Social Media forms part of the Town Council's Community Engagement Strategy.

- The Town Council's social media channels supplement the information published on their website.
- The Town Council can remind people of important events and alert followers instantly to breaking news.
- The Town Council can link to interesting and useful information about the Town and local area published by other people.
- The Town Council can better communicate with those using mobile devices.

3. Facebook

Wem Town Council currently operates a Facebook page for the promotion of activities and events and as a communication and broadcast tool. An official account on any other form of social media may only be set-up with consent from the Town Council.

The Town Council's facebook page is managed and monitored by the Town Clerk. Only Town Council Staff authorised by the Town Clerk are allowed to post links to the corporate website, partner websites, 'Useful' links for example local transport sites etc, links to other Facebook pages, local media e.g. Shropshire Star, National organisations

The page will primarily be used to highlight news, make announcements, engage with the community and share information, supplementing content already published on the Town Council's website.

Examples of acceptable corporate content are:

- Marketing campaigns
- Consultation documents
- News feed & emergency information
- Event listings
- Key dates
- Short debates & quick comments on hot topics and relevant news (discussion board)
- Polls and information gathering
- Useful links

Purdah the period during the six week run up to an election –(local, general or European) The Town Council will continue to publish important service announcements using facebook but will monitor and potentially have to remove responses if they are overtly party political.

All information published on the internet must comply with the Town Council's confidentiality and data protection policies.

4 Facebook moderation policy

The Town Council's Facebook page is reactively moderated. We cannot accept responsibility for the content of any comment. Comments posted on and messages received on the Facebook page are views of individuals and do not represent the views of the Town Council.

The Town Clerk has the authority to consider requests for items to be posted or shared on the Town Council's Facebook page.

The Town Council reserves the right to remove comments received on Facebook that:

- Contain abusive, obscene, indecent or offensive language, or link to obscene or offensive material
- Contain swear words or other sorts of profanity.
- may cause offence to a specific group of people eg comments on a person's sexuality, sexist comments, racial comments etc.
- Contain potentially libellous comments
- Are completely removed from the topic of conversation or are not relevant to the item posted on the wall.
- Contain abusive language towards an individual involved in the thread, other organisations or the page administrator.
- Constitute spam or promote or advertise products, except where it is for an event, publication or similar item that has direct relevance to the subject of discussion. Information about locating and sharing knowledge and expertise is welcomed, but within the specific discussion.
- Are designed to cause nuisance to the page administrator or other users.

For serious and/or persistent breaches of the moderation policy, The Town Clerk will have the authority to prevent users from posting further comments.

5. Use of Photos and Video

Only the Town Council Staff authorised by the Town Clerk are permitted to upload photos and videos. The appropriate permissions must be obtained for all imagery

6 Response to questions received via facebook

If appropriate, Town Council Staff authorised by the Town Clerk will endeavour to respond as quickly as possible to all questions received via facebook. Private messages will only be sent in response to anyone sending an initial private message to the Parish Council account. The response will ask the person to email the Council with the request for comment and the office email will be provided.

The Town Council's facebook page will be monitored between 9.00am – 4.00pm Monday – Friday subject to staff availability.

7. Changes

This policy will be a living document and will be able to be altered by the Town Clerk to allow immediate action should the unexpected arise. This will be key to overcoming teething problems that have not already been identified. Changes to the policy will be highlighted at the next Council meeting to keep Members abreast of the changes.