

Aylsham Town Council Social Media Policy

This policy replaces all previous policies dated prior to September 2018

Twitter & Facebook

Aylsham Town Council currently has one twitter account **@aylshamclerk** operated by the Town Clerk. There is an Aylsham Facebook page operated by the Administrator. There is an Aylsham Market Facebook page which is run by the traders. There may be other accounts agreed by the Council or Committees as deemed appropriate, staff will be delegated to manage the accounts by the Town Clerk.

Any authorised Town Council twitter and Facebook accounts 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.

Followers can expect Tweets or Posts covering some or all of the following:

- Alerts about new content on other digital networks, such as news, publications, events, photographs, links, publicity campaigns and Council/Committee meetings;
- Invitations to provide feedback on specific issues on which we are consulting;
- Information on incidents in the town e.g. road closures
- Information from Committees;
- Occasional live coverage of events;
- Council related queries dealt with promptly;
- Conversation on a wide range of topics, including methodology or ice breakers used to build relationships with key players or new contacts;
- Retweets, likes or shares on a variety of subjects at the discretion of the account operator, providing information of interest to followers; (N.B. Use of 'retweet', 'like', 'share' or 'favourite' buttons should not be seen as an endorsement, these are to share or store information)
- Confidential business will not be disclosed via any Twitter or Facebook account;
- Social media will not be used for personal gain.

The Town Council will not automatically follow back any followers, or use the like button on Facebook, this decision is at the discretion of the account operator. Being followed or liked does not imply any endorsement of any kind.

Councillors many have twitter or Facebook accounts that they operate personally, they are duty bound to not disclose confidential business or to bring the Council into disrepute. The Code of Conduct will apply to all Social Media activity by Councillors.

General guidelines

Any Twitter and Facebook accounts will be updated regularly and monitored on occasion during working hours, and/or remotely via secure connection on a computer, laptop, iPad or Smart Phone.

A Link to Tweets of **@aylshamclerk** shall feature via the home page of the Council's website **www.aylsham-tc.gov.uk**.

A new twitter or Facebook account may be used to support a new initiative or special event.

Inappropriate language or anything that might contravene libel, defamation, copyright or data protection laws will be removed and subject to reporting to the appropriate authority. In extreme cases persistent offenders may be blocked.

Twitter and/or Facebook may occasionally be unavailable and the Town Council accepts no responsibility for lack of service.

Feedback and ideas are welcomed from all sections of the community and the Town Council will endeavour to join the conversation where possible. However, it may not be possible to reply individually to all messages.

Emerging themes or relevant suggestions will be passed to the relevant persons or authorities.

Inappropriate use of Twitter or Facebook as deemed by the Town Council could be subject of disciplinary action against employees.

The general conduct of Staff and Councillors on Twitter and Facebook must not compromise the Council as a whole and/or bring the Council into disrepute.

Other Social Media sites

The Town Council staff operate a WhatsApp group to enable immediate group discussion and information sharing, particularly when needing to deal with out of hours issues.

Aylsham Town Council shall use other social media sites as they deem appropriate and apply similar common sense disciplines as described within this policy.

Adopted by Aylsham Town Council September 2018

Reviewed December 2020

Next Review December 2022