

HORNSEA TOWN COUNCIL

Social Media (Facebook/Twitter) Policy

1. This policy relates to the creation and management of Facebook and Twitter accounts by the Hornsea Town Council.
2. The aim of this policy is to set down rules and regulations to ensure proper use of the account.
3. The aim of the project is to use the Facebook and Twitter accounts to interact in a stronger way with the residents and to use it to advertise events and other projects of the Town Council/community.

Management

4. Town Council social media will be created and managed solely by the Town Council Office. A Facebook page and Twitter account will be created for the Town Council. No council member will have access to the administration of the social media accounts.
5. The accounts will be set up using the clerk@hornsea.gov.uk or other office email address as necessary.
6. Only information regarding the Town Council will be entered. Other events taking place in the town may be promoted.
7. The accounts will only link to pages of a local government organisation or organisations/causes relating to the town.
8. No extreme religious or extreme political views will be expressed
9. "Friends" will not be allowed to post new topics to the Facebook "wall". However, friends will be able to comment on wall topics created by the Town Council.
10. Posts on the Facebook page will be available for all users of Facebook to see.
11. The Town Council's logo will be the profile picture for everyone to see.
12. Photo Albums will be open for everyone to view.
13. Photographs uploaded will not have direct view of any child's face without the prior consent of their guardian.
14. The accounts will be maintained by the office staff who will remove messages which include:
 - Abusive language content
 - Which may cause offence to a specific group of people e.g. comments on a person's sexuality, sexist comments, racial comments etc.

- Which contain potential libellous comments

Any other comment which may cause offence in any way

15. If any matters raised are relevant and need to be discussed by the Town Council then further information will be sought and brought to the relevant council meeting/committee.
16. Event dates will be created for any Town Council event taking place. Other events taking place in the town may be promoted.
17. People will be encouraged to be “friends” of and “follow” the Town Council
18. If “friends” or “followers” are repeatedly abusing the Town Council’s accounts then they will be removed from the friends/followers list and unable to post to the accounts. Instances which would involve removal include repeated:
 - Posting with abusive language content
 - Posting comments which may cause offence to a specific group of people e.g. comments of a person’s sexuality, sexist comments, racial comments etc.
 - Posting potential libellous comments

Any other comment which may cause offence in any way

19. The account will not be used for playing games, adding applications, or anything of a personal nature. Contravention of this rule could result in disciplinary procedures.
20. Private messages will be sent in response to anyone sending an initial private message to the Town Council accounts. If a “simple” response does not satisfy the enquiry then the person will be asked to email the Council with the request for comment and the office email will be provided. Any posts by “friends”/“followers” raising issues/questions/comments that cannot be answered “simply” will be dealt with separately via email. The Town Council email address will be provided.

Changes

21. This policy will be a living document and can be altered by the Town Council Office Staff, if necessary, to allow immediate action should the unexpected arise. This will be key to overcome teething problems that have not already been identified. Changes to the policy will be highlighted at the next Town Council meeting to keep members abreast of the changes for their approval. This policy will be kept under review by the Town Council.