



## **SOCIAL MEDIA/FACEBOOK POLICY**

### **Introduction and Purpose**

New Waltham Parish Council recognises that digital and social media provides local government with an additional means by which it can communicate and engage with the local electorate. The use of the word “we” and “our” in this policy should be taken to mean New Waltham Parish Council.

We will continue to use a variety of traditional communication means to ensure that the residents of our parish are kept informed of parish council business and are able to ask questions of the Council by means of the provision of a website; newsletters; notice-boards; corresponding by letter and email; telephone conversations; face to face meetings by appointment; and general public access to the council during set office opening times. This policy describes how we will use Facebook as an additional means of providing information for the residents of our parish.

The purpose of our Facebook page will be to provide timely information and updates regarding activities and opportunities within our parish and to promote constructive comments & suggestions from residents and local organisations.

### **Control**

New Waltham Parish Council’s Facebook page will be administered and moderated by the Clerk and Chair of the Council.

Our Facebook page is not monitored on an ongoing basis and no obligation is accepted to do so. It should not be assumed that we can automatically respond to any comment or question posted, instead those wishing to contact the Council or ask a question of us are referred to the council’s postal address; its email address and its telephone number as the primary and most effective means to contact us. Our office is also open to the public via phone and email at the following times: 9.30am – 2pm.

All information or opinions posted by us will represent the official view or policy of New Waltham Parish Council and not that of any individual councillor or employee.

We will set our privacy settings to “only friends”.

By choosing to comment and/or utilise New Waltham Parish Council’s Facebook page, users are deemed to have agreed to this policy.

### **Posting of information and comments**

When posting information and comments, this Council promises that we will meet the following criteria:

- be civil, tasteful and relevant;
- not contain content that is unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive;
- not contain content copied from elsewhere, for which we do not own the copyright or have permission to re-produce;
- not contain any personal information, other than necessary basic contact details;
- represent the view or policy of this Council;

engage in issues of a party political nature.

In order to ensure that all discussion on our Facebook page is productive, respectful, energized and consistent with matters relating to this Council and the community we serve, the following guidelines must be observed:

share freely and be generous, but be aware of copyright laws;

be accurate and give credit where credit is due;

stay on topic;

expressing differing opinions lies at the heart of our democracy but using Facebook for the purpose of making personal attacks will not be permitted;

be considerate and respectful of others;

vulgarity, threats or abuse of language will not be tolerated;

We reserve the right to remove comments or content, which in our opinion is:

obscene, sexist, racist or discriminatory;

threatening;

potentially libellous;

material in violation of any laws;

private, personal information published without consent;

information or links unrelated to the Council or the parish;

commercial promotions, advertising or spam

#### Disclaimers

New Waltham Parish Council is not responsible or liable for the privacy practices of Facebook Inc. or any linked websites.

New Waltham Parish Council is not responsible for the accuracy of content posted by any subscriber to our Facebook Page.

All comments, once posted, become the property of New Waltham Parish Council and we reserve the right to reproduce, distribute, publish, display or edit. Derivative work can also be created from such postings or content, and used for any purpose, in any form and on any other media.

Your use of Facebook and any linked websites is at your own risk. Waltham Parish Council assumes no responsibility or liability for any injury, loss or damage incurred as a result of any use or reliance upon the information and material contained within or downloaded from Facebook.

Facebook may occasionally be unavailable and we accept no responsibility for this lack of service.

The presence of any advertisement on Facebook is not an endorsement of the authenticity or quality of the goods, services or website and Waltham Parish Council will not be held responsible for any claims arising in that respect.

Councillors are entitled to have their own Facebook pages for which they will have personal responsibility. New Waltham Parish Council has no authority to control the content of such pages.

**This policy may be revised at any time.**

**May 2024**