Magor with Undy Community Council

Social Media Policy

Introduction
The use of digital and social media now has a clear and compelling impact on all areas of local government enabling better and more direct contact between Councils, the people and businesses it serves and the organisations that it works with.

This Social Media Policy aims to describe how Magor with Undy Community Council [the Council] will use social media to improve and expand the ways in which it communicates internally, with its local residents, local businesses and the various government (local and central) agencies that it deals with.

Social media provides useful alternative channels (to written correspondence, telephone and face to face conversation, which are the official means of communication) for the Council to inform and respond to questions and queries raised by people who live in, work in and visit the community. It can also enable the Council to deal more efficiently with the various agencies (e.g. the surrounding communities, Town and Community Councils and the Unitary Authority and Welsh Government) that deliver services to local people.

Web, Facebook and Twitter and other Social Media Channels
The council already has its own web site www.magorundy.org.uk and it is their intention to explore and take advantage of other Social Media channels e.g. Facebook and Twitter.

The Council via the various social media sites will:

> *Provide timely information and updates regarding activities and opportunities within our communities and promote constructive comments & suggestions from residents and local organisations.*

The Council promise that any communications from them 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
- be respectful to copyright laws
- not contain any personal information, other than necessary basic contact details
- will be moderated by the Clerk to the Council.

In order to ensure that all discussions on the Magor with Undy Community Council pages are productive, respectful, energized and consistent with the Councils mission and goals, we ask you to follow these guidelines:

- 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 Council members or staff, will not be permitted.
- Share freely and be generous, but be aware of copyright laws; be accurate and give credit where credit is due.
- Stay on topic.
- Refrain from using the Social Media pages for commercial purposes or to market products.

Our pages are not monitored 24/7 and we will not always be able to reply individually to all messages or comments received. However, we will endeavour to ensure that any emerging themes or helpful suggestions are passed to the relevant people.

Sending a message/post via Social Media Channels will not be considered as contacting the Council for official purposes and we will not be obliged to monitor or respond to requests for information through these channels.

Instead, please use our Contact Us page details on www.magorundy.org.uk or alternatively contact us by email on admin@magorundy.co.uk or telephone the Community Council office direct on 01633 882 842

Please do not include personal/private information in your Social Media Channel posts/ messages to us.

We retain the right to remove comments or content that includes:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libellous statements
- Plagiarized material; any material in violation of any laws, including copyright
- Private, personal information published without consent
- Information or links unrelated to the content of the forum
- Commercial promotions or spam

Non-compliance will not be tolerated and can result in a ban
Magor with Undy Community Council [the council] is not responsible for the accuracy of content posted by any subscriber on the Council's social media channels; opinions expressed in comments on the Council's social media channels do not necessarily represent those of the Council.

All comments, once posted, become the property of the Council and they 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.

The Council are not responsible, liable for and do not endorse the privacy practices of Social media channels, and your use of those channels and any linked websites is at your own risk.

The 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 these social media channels. The Council's social media channels may occasionally be unavailable and we accept no responsibility for this lack of service.

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

We will not engage in/with, and we discourage posts or comments on, issues of a political nature.

Comments should not advertise commercial products or services.

This comment policy may be revised at any time.

By choosing to comment and/or utilise any Magor with Undy Community Council Social Media channels the users are deemed to have agreed to this policy and its specific social media policies as appended to this document.

Guidance for Councillors and Members of Staff
The Clerk to the Council will act as moderator of the Council's social media channels, responsible for posting and monitoring of the content on Council pages and ensure compliance with the Social Media Policy.

The moderator will have authority to immediately without notice or comment, remove any posts from the Council's social media pages if they are deemed to be inflammatory or of a defamatory or libelous nature. Such posts will also be reported to the Hosts (i.e. Facebook) and also noted the Council records.

The Council will also appoint three councillors with the ability to post (on behalf of the Council) and monitor the content on the Council pages ensuring compliance with the Social Media Policy. Prior to posting, details should be approved by the Moderator for accuracy and legality.

Any comments posted, without the approval of the Moderator, by staff and councilors, are done personally and not in the role of staff or councillor, and they must not act, claim to act or give the impression that they are acting as a representative of the Council. They should not include web links to official Council websites as this may give or reinforce the impression that they are representing the Council and must not allow their interaction on any Magor with Undy Community Council social media channel to damage their working relationships with others. They must not make any derogatory, discriminatory, defamatory or offensive comments about other staff, councillors, the Council or about the people, businesses and agencies that the Council works with and serves.

Councillors are reminded that they are part of a 'corporate body' and any comments should reflect the opinions of the whole body.

Councillors are also reminded that they are bound by the Councillors Code of Conduct at all times and a breach of this policy will be referred to the Public Service Ombudsman for Wales.

Any member of staff breaching the guidelines of the Social Media policy will be dealt with under the Councils Disciplinary and Grievance policy guidelines.

When participating in online communication, staff and councillors must:-

- Be responsible and respectful; be direct, informative, brief and transparent
- Always disclose their identity and affiliation to the Council
- Always indicate whether the comments are those of the Community Council, or personal comments.
- Never make false or misleading statements
- Not present themselves in a way that might cause embarrassment. They must protect the good reputation of the Council
- Be mindful of the information posted on sites and make sure personal opinions are not published as being that of the Council
- Keep the tone of comments respectful and informative, never condescending or 'loud'. Use sentence case format, not capital letters, do not write in red to emphasise points
- Refrain from posting controversial or potentially inflammatory remarks. Language that may be deemed as offensive relating in particular to race, sexuality, disability, gender, age, religion or belief should not be published on any social media site
- Avoid personal attacks, online fights and hostile communications
- Do not post comments that you would not be prepared to make in writing or face to face
- Never name an individual third party unless you have written permission to do so
- Seek permission to publish original photographs or video from the persons or organisations in the video or photographs before they are uploaded. You must check that there is parental permission before photos of children are used
- Respect the privacy of other councillors, staff and residents
- Never post any information or conduct any online activity that may violate laws or regulations such as libel and copyright
- Spell and grammar check everything

Web Policy

Content

The Magor with Undy Community Council ('the Council') website is managed by the Council's Communications and Community Liaison Committee (C&CLC) on behalf of the Full Council.

You can expect to see the following, and more:

- Notices and minutes of meetings
- Details of What's On
    - Advertisements for community events and activities
    - Local Adult Education Classes
    - Charity events
- Sharing information promoting bodies for community benefit such as schools, Scouts, sports clubs and community groups
- Good News Stories and updates
    - Messages from the Local Police Inspector
    - Successes of local groups and organisations
- Sharing of information from partners ie
    - Police,
    - Monmouthshire County Council,
    - Health Authority
- Links to appropriate websites or press pages that meet the Councils expectations of conduct
- Useful information, contacts and telephone numbers
- Vacancies
- New information appropriate to the Council
- Sharing information promoting bodies for community benefit such as schools, Scouts, sports clubs and community groups
- Recycling information
- Updates on projects
- Other items as the Council sees fit
- Facebook and Twitter may be used to support the website and its information as above

Availability

We will update and monitor our website during office hours, Monday to Friday.

The website may occasionally be unavailable and we accept no responsibility for lack of service due to host downtime.

Contact Us

We welcome feedback and ideas from all our users. To raise an issue directly with the Council, please use the details on our [Contact Us](#) page.

Facebook Policy

Content

The Magor with Undy Community Council ('the Council') Facebook account is managed by the Council's Communications and Community Liaison Committee (C&CLC) on behalf of the Full Council.

If you follow us, you can expect between 5 - 10 posts a month covering some or all of the following:

  i.   alerts about new content on our website (news, publications, events);
  ii. invitations to provide feedback on specific issues on which we are consulting; and
  iii. other information about the Council and / or local area which we think would be useful and interesting.

Availability

We will update and monitor our Facebook account during office hours, Monday to Friday.

Facebook may occasionally be unavailable and we accept no responsibility for lack of service due to Facebook downtime.

Posts and Direct Messages

We welcome feedback and ideas from all our followers, and we may join the conversation where possible. However, we are not able to reply individually to all the messages we receive.

The C&CLC will read all posts and Direct Messages and ensure that any emerging themes or helpful suggestions are passed to the relevant Councillor(s). To raise an issue directly with the Council, please use the details on our Contact Us page.

Twitter Policy

Content

The Magor with Undy Community Council ('the Council') Twitter account is managed by the Council's Communications and Community Liaison Committee (C&CLC) on behalf of the Full Council.

If you follow us, you can expect between 5 - 10 tweets a month covering some or all of the following:

i. alerts about new content on our website (news, publications, events);
ii. invitations to provide feedback on specific issues on which we are consulting; and
iii. other information about the Council and / or local area which we think would be useful and interesting.

Following

If you follow us on Twitter we will not automatically follow you back. Being followed by the Council on Twitter does not imply endorsement by the Council of any kind.

Availability

We will update and monitor our Twitter account during office hours, Monday to Friday.

Twitter may occasionally be unavailable and we accept no responsibility for lack of service due to Twitter downtime.

@Replies and Direct Messages

We welcome feedback and ideas from all our followers, and we may join the conversation where possible. However, we are not able to reply individually to all the messages we receive.

The C&CLC will read all @replies and Direct Messages and ensure that any emerging themes or helpful suggestions are passed to the relevant Councillor(s). To raise an issue directly with the Council, please use the details on our [Contact Us](#) page.

#hashtags

We may occasionally use hashtags so that our tweets are picked up by people discussing a particular topic.

The use of these hashtags should not, however, be taken to mean that the Council endorses any views or description of events implied by the hashtags.