



Social Media and Communication Policy Statement

Ingleby Arncliffe Parish Council's interaction with the community is vital to its work and the decisions it takes. An open and constructive dialogue is a key requirement for influencing and developing services, identifying needs and measuring satisfaction. Effective information, news and communications means are essential factors.

Communications Guidelines

This policy does not set out to be comprehensive but is to guide Parish Council Members and the Parish Clerk in their relations with the news media and electronic communications.

1. The terms news media and electronic communications encompasses many different means of communicating information and includes but is not limited to the following: Radio, Television, Internet, Facebook, Twitter, Newspapers, Magazines, Leaflets, Emails and Posters.
2. If a Councillor receives an approach or enquiry from the media about any matter relating to the Parish Council this will be referred as speedily as practicable to both Chair and the Clerk. Remember that the Data Protection Act and the Freedom of Information Act all allow at least three weeks for a reply, so never be tempted to make up an answer on the spot. It is always better to consult before speaking.
 - a. Where this is a matter where no council policy has yet been made the matter should be considered by the full council at the next scheduled meeting or, if of sufficient import, at an additional meeting before a formal reply is given.
 - b. Where personal views expressed differ from council policy this must be made clear. Care must be taken not to misrepresent and/or bring the Parish Council into disrepute or undermine any decision made and must take account of the role and responsibilities under the Local Government Code of Conduct including the Nolan principles.
 - c. Nothing in these guidelines seeks to prevent any individual from expressing an opinion, for example by writing to a newspaper or posting an item on the internet, but always remember that no councillor can act independently. Therefore, make it clear in what capacity you are speaking. As an individual, you can have whatever opinion you choose; but, as a councillor, you are there to promote the decisions of the council. You have an obligation to respect council policy once made. If you disagreed with the policy, your time to say so was in the council meeting.
3. If in doubt, it is better to refer the enquirer to the Clerk or Chair (if no appropriate policy exists) for subsequent discussion with the full council.
4. All correspondence goes through the clerk. No councillor should contact the media on any matter related to the Parish Council unless specifically authorised by a council minute. Wherever possible the Clerk will prepare all written Press Releases or Statements and copies will be retained.
5. The disclosure and sharing of information should normally be restricted to matters that have been discussed as an Agenda Item by the Parish Council except for requests made under the Freedom of Information Act, in which case, the Clerk will manage the response to ensure that the Council complies fully with the requirements of the Act.
6. No information of a confidential nature may be disclosed.
7. No matter relating to the conduct or capability of a Councillor at a Meeting can be disclosed.
8. When attending a public meeting as a representative of the Parish Council, an individual will ensure that any comments they make are accurate and reflect the views of the council or, if not, that this is made known.



9. Only following positive agreement by the majority of Councillors, following circulation by the Parish Clerk, will any correspondence including email or hard copy be sent to parish residents, (contact details of which are only accessible by the Councillor responsible for the Parish Newsletter) on Parish matters. This applies to both the Council and any sub-committee of the Council.

Facebook Guidelines <https://www.facebook.com/inglebyarncliffe/>

The Ingleby Arncliffe Parish Council Facebook page (entitled Parish of Ingleby Arncliffe) intends to:

***Provide information and updates regarding activities and opportunities within Ingleby Arncliffe Parish and promote positive thoughts and comments from residents within the parish
Provide a channel by which government, county, district and parish notices can be brought to the attention of the Parish***

To ensure that any discussions on the Ingleby Arncliffe Parish Council page are productive, respectful and consistent with the Council's stated policy, we ask all users 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 Ingleby Arncliffe Parish 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 Facebook page for commercial purposes or to market products and/or services.

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

Sending a message/post via Facebook 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 the Facebook channel. Instead, please see our contact details on www.inglebyarncliffe.org.uk/. Please do not include personal/private information in your Facebook posts/messages to us.

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

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous 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 and intention of the page
- Commercial promotions or spam

Ingleby Arncliffe Parish Council are not responsible for the accuracy of content posted by any subscriber in any forum; opinions expressed in comments on Ingleby Arncliffe Parish Councils social media forums do not necessarily represent those of Ingleby Arncliffe Parish Council.

All comments, once posted, become the property of Ingleby Arncliffe 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.



Ingleby Arncliffe Parish Council are not responsible, liable for and do not endorse the privacy practices of Facebook or any linked websites. Your use of Facebook and any linked websites is at your own risk.

Ingleby Arncliffe 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 these websites.

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 Ingleby Arncliffe Parish Council will not be held responsible for any claims arising in that respect. Comments or postings should not advertise commercial products or services.

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

By choosing to comment and/or utilise any the Parish's Facebook page, users are deemed to agree to this policy.

Parish Council Website Guidelines

The Parish Council will maintain one web site at <http://www.inglebyarncliffe.org.uk/>.

The website has two main purposes:

1. To host the Parish Council's Transparency Code's requirements; and
2. To promote the Parish.

The Parish Council is responsible for monitoring content on the web site and reserves the right to amend and remove content, it considers inappropriate.

The Parish Council will, at its discretion, allow and enable approved Parish groups and societies to have and maintain a presence on its website in order that they may present information about their activities. They would be responsible for maintaining their own content and ensuring that it meets the Parish Council's social media policy.

Where content on the web site is maintained by a Parish group or society it should be clearly marked that such content is not the direct responsibility of the Parish Council.

The website may at the Council's expressed written permission be used for the advertising of any Parish based business or charities. The form, size and nature of the advertisement must be agreed by the Council in writing and in advance of posting. Any commercial advertiser would be expected to make an annual donation to the Parish Council in respect of their advertisement and donations will be sought by the Council.

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

By choosing to post and or advertise on the Parish's website, users are deemed to agree to this policy.

Adopted by the Council on: 27 September 2019
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