



Prestbury Parish Council

SOCIAL MEDIA POLICY

CONTENT

All content published by Prestbury Parish Council will be credible and consistent – be accurate and fair, thorough and transparent. Encouraging comments, constructive criticism and deliberation.

The social media platforms of Prestbury Parish Council are not the opinions of individual councillors, the clerk, or agents of the council.

All activity will be at the discretion of the Clerk.

MONITORING OF ACCOUNT – RESPONDING AND REPLYING

The social media accounts of Prestbury Parish Council are to be monitored by councillors, the clerk, or any agency rendered to provide services to Prestbury Parish Council.

The accounts are not monitored twenty-four hours a day, seven days a week and officers of Prestbury Parish Council will try to answer any questions as quickly as possible.

It should be noted that social media accounts are designed to enhance the communication of Prestbury Parish Council – offering platforms to share content quickly and efficiently. The social media accounts are not official platforms for residents to ask questions and any such correspondence should be through the clerk.

LIKING, FOLLOWING AND SHARING

Prestbury Parish Council may ‘LIKE’ and ‘FOLLOW’ public bodies, charitable organisations, or any other reputable reliable sources should they be involved with parish council business as a partner, unitary authority or central government. Sometimes additional accounts will be ‘LIKED’ or ‘FOLLOWED’ if they are pertinent to our work such as local media, transport providers, contractors and/or local community groups, or those whose information we can pass on for the benefit of many local people.

Occasionally, we will also try and lend our support to local and national campaigns.

There will also be times when Prestbury Parish Council must ‘LIKE’ or ‘FOLLOW’ an account to partake in conversations and discussion groups. Please note that whilst the sharing of information from third parties may be beneficial for residents, this does not necessarily mean that these parties are endorsed by Prestbury Parish Council.

Social media platforms will unfrequently be used to promote commercial activities and residents or local businesses should not be offended if any of their associated platforms are

not 'LIKED' or 'FOLLOWED' by Prestbury Parish Council - this does not mean we are not interested in your activities. The promotion of commercial and/or community-orientated events will be at the discretion of the Parish Council.

BLOCKING

Prestbury Parish Council retains the right to block an account or delete a comment should it be deemed in the best interest of the public.

If your account is blocked, this may be because you've contravened moderation rules and/or used the social media platforms of Prestbury Parish Council to promote a product or service, issue propaganda, or violated our code of conduct through abuse of copyright, use of spam, impersonation, profanity, aggression, threatening behaviour, defamation, discrimination, and offensive or unlawful content. Prestbury Parish Council reserve the right to remove any comments deemed obscene, irrelevant or inappropriate.

LIBEL

Residents should be reminded to take care not to make libellous statements. In law this means a statement that lowers the reputation of a person or organisation in the eyes of a reasonable person.

PRE-ELECTION PURDAH

In the six-week run up to an election – local, general or European – councils must not do or say anything that could be seen in any way to support any political party or candidate. Prestbury Parish Council will continue to publish important service announcements using social media but may have to remove responses if they are overtly party political.

ADOPTED ON 8 MAY 2019

SIGNED: