



SOCIAL MEDIA (FACEBOOK) POLICY

1. Objective – To improve and encourage communication by:

- 1.1 Enabling Nazeing Parish Council to share relevant information with the Nazeing community.
- 1.2 Improving public access to Nazeing Parish Council information.
- 1.3 Facilitating promotion of Nazeing community groups to encourage membership and attendance of future events.

2. General

- 2.1 The Nazeing Parish Council ***Social Media (Facebook) Policy*** will be reviewed regularly.
- 2.2 Posts made on the page by Admin will appear as being made by “Nazeing Parish Council”.
- 2.3 Posts and comments must not include:
 - Obscene or racist content
 - Political or religious views
 - Personal attacks, insults, or threatening language
 - Potentially libellous statements.
 - Plagiarised material; any material in violation of any laws, including copyright
 - Private or personal information published without consent.
- 2.4 When appropriate, it must be made clear that Councillor’s comments/views are not necessarily the official view of Nazeing Parish Council. Including when a decision may be awaited from the council e.g. if a decision by a committee is pending. Any vested interest held by Councillors, pecuniary or non-pecuniary, should be made clear at the outset of any comments or discussions.
- 2.5 Councillor’s comments should not say anything that is dishonest, untrue, or misleading and they should be factually correct.
- 2.6 Confidential information must not be shared. This includes things such as unpublished Council business, certain financial information for example quotations and tender costs, etc. Respect and consideration of confidentiality and data protection must be upheld at all times.
- 2.7 Messages/comments sent from the public via social media will not be considered as contacting the Council for official purposes. Nazeing Parish Council will not be obliged to monitor or respond to requests for information through the Facebook page. Instead, direct contact must be made with the Parish Clerk and/or members of the council in writing or by email.

2.8 Nazeing Parish Council reserve the right to remove any comment without prior notification should it be found in breach of the Nazeing Parish Council Social Media (Facebook) Policy.

3. **Procedures**

3.1 The Nazeing Parish Council Facebook page will have a **minimum** of three “Admin” role holders at any one time, consisting of a minimum of two serving Councillors and the Parish Clerk. They will have joint overall responsibility for the Page.

3.2 The Parish Clerk will maintain a record of the current Admin role holders.

3.3 Facebook requires that the page is connected to a personal Facebook account. Therefore, the required password for the page will also be connected to that personal account. The password will be shared with the Admin role holders to enable day to day administration of the page.

3.4 Should the holder of that personal account and password either rescind their role as Admin or leave Nazeing Parish Council, the Page will need to be connected to another Admin role holder’s personal account and their password. The new password will then need to be shared with the other Admin role holders – as per 3.2.

3.5 The password is strictly confidential and should not be shared beyond current Admin role holders. The password must not be changed by anyone other than the personal account holder.

3.6 Dates for Full Council Meetings and Planning Committee Meetings will be entered as events on the Facebook page. This will enable members of the community to indicate if they wish to attend the meetings.