



**Market Drayton
Town Council**

Social Media Management Policy

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Market Drayton Town Council

Social Media Management Policy

Market Drayton Town Council realise that social media and networking websites have become a regular part of everyday life and that many people enjoy membership to sites such as Facebook and Twitter. This policy relates to the management of the Town Council's Facebook Page.

1. Why are the Town Council using social media?

The Town Council's aim is to inform members of the community and the wider local area, through as many communication channels as possible, about what is happening within the Town and local area and share important news and information.

- The Town Council's social media channels supplement the information published on their website.
- The Town Council can remind people of important events and alert followers instantly to breaking news.
- The Town Council can link to interesting and useful information about the Town and local area published by other people.
- The Town Council can better communicate with those using mobile devices.

2. Use of Official Accounts

Market Drayton Town Council will operate a Facebook account for the promotion of activities and events and as a communication and broadcast tool.

Examples of acceptable corporate content are:

- Consultation documents
- Marketing campaigns
- News feed & emergency information
- Events
- Key dates
- Polls and information gathering
- Useful links

The following outlines the limits of their use:

- An official account on any form of social media may only be set-up with consent from the Town Council.
- Once approved, each account will be set up by the Town Clerk or authorised staff.
- Only authorised staff may use these accounts to post online and access to the account is strictly limited. The Town Council's social media accounts are managed and monitored on a regular basis by the Town Clerk or authorised staff. Only the Clerk or authorised staff are allowed to post links to the corporate website, partner websites, 'Useful' links for example local transport sites etc., links to other Facebook pages, local media e.g. Shropshire Star, National organisations.
- All information published on the internet must comply with the Town Council's confidentiality and data protection policies.
- Social media accounts will primarily be used to promote the 'good news' and information, supplementing content already published on the Town Council's website

- Any employee, Councillor or member of the public who becomes aware of social networking activity that would be deemed distasteful should make the Town Clerk aware as soon as possible.

Facebook

The Town Council's Facebook page is managed by the Town Clerk. Facebook pages are used to highlight news, make announcements and share information.

Facebook posts will be for information only; the comments facility will not be activated.

Use of Photos and Video

Only the Town Clerk or authorised staff have permission to upload photos and videos. The appropriate permissions must be obtained for all imagery.

3. Use of Personal Accounts

Staff need to use social networking in a way that does not conflict with the terms of their contract of employment; any breach may lead to action being taken against them. The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this policy. Where no policy or guidelines exist, employees should use their professional judgment and take the most prudent action possible. If the Town Council is referred to in a way that is deemed defamatory or confidential information is disclosed, we reserve the right to report the comment and request that it be removed.

Councillors are at liberty to set up accounts using any of the tools available but should ensure they are clearly identified as personal and do not in any way imply that they reflect the Council's view. Councillors need to use social networking in a way that does not conflict with the Code of Conduct; any breach may lead to action being taken against them. Councillors should at all times present a professional image and not disclose anything of a confidential nature. Comments of a derogatory, proprietary or libelous nature should not be made and care should be taken to avoid guesswork, exaggeration and colourful language.

4. Purdah

In the six week run up to an election – local or general– councils have to be very careful not to do or say anything that could viewed in any way to support any political party or candidate. The period is known as purdah. During this period we will continue to publish important service announcements using social media.

5. Will the Town Council respond to direct messages posted on social networking sites?

We ask that all formal requests, comments, enquiries or complaints be emailed to the Town Council using the contact form on the website: a link will be provided on the Facebook page.

Social Networking Accounts are reviewed every month.

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