

**Tankersley
Parish Council**

**Social Media Policy
January 2014**

1. Introduction

As stated in our Communication Strategy, Tankersley Parish Council believe that communication with those living in our parish is essential in order to fully achieve our potential and support the whole community.

The Clerk and Chair to the Parish Council have the overall responsibility for co-ordinating action and monitoring the progress on implementing this Policy, under the instruction of the Parish Councillors.

To ensure Social Media is used effectively by the Parish Council, we need to set clear rules and boundaries regarding its use.

The Parish Council will ensure that messages, key aims and achievements are communicated in a consistent way; which will give us greater cohesion throughout our community.

It is critical that the information we share will allow everyone in the parish to be aware of events that impact or enrich their daily living.

2. Social Media accounts

The Parish Council currently use three social media accounts for communication with Parishioners and those interested in the activities of the Parish.

1. Tankersley Parish Council Website - www.tankersleypc.org
2. Facebook – ‘Tankersley Parish Council’
3. Twitter - @tankersleypc

3. Designated Officers

The maintenance and inclusion of timely documentation on the Parish Council website will be the responsibility of the Clerk, with support from the Chair where necessary. The guidelines of this policy are applicable to the designated officer’s use of Parish Council social media accounts only. This document does not relate to their personal accounts, or personal accounts of any other Parish Councillor.

Both Facebook and Twitter accounts will be updated by the Clerk and the Chair.

Both designated officers will adhere to strict principals regarding the use of the Parish Councils social media tools, these being;

- 1) No updates to social media accounts will take place outside of the agreed schedule detailed in section 4.

- 2) No personal views or opinions will be shared by either designated officer through the Parish Council's accounts.
- 3) Conversations or discussions will not be entered into via social media accounts, either on the Parish Councils accounts or other pages or forums, by designated officers. Those wishing to discuss issues with the Parish Council will be advised to contact the Clerk via the Parish Council email address (tpcclerk@gmail.com) or via the 'contact us' section of the website.
- 4) Designated Officers will work to ensure that log in details for all social media will remain secure at all times, to minimise the risk of accounts being intercepted by third parties, for malicious use.

4. Purpose of Social Media accounts

1. Tankersley Parish Council website – The website will be used to share all details of Councils activities, meetings and their agendas, contact information for the Clerk, and details of other social media accounts.
The website will share links to others sites considered relevant to parishioners. Information regarding planning applications will be shared in the form of a link to the relevant local authority website. Links to additional agencies and organisations will be decided on a monthly basis at the Parish Council meeting.
2. Tankersley Parish Council Facebook page – The Parish Council Facebook page will be used as a tool to promote the Parish Council website. Updates will be posted only to direct parishioners to additions to the website and to raise awareness of Parish Council meeting dates and relevant supporting documentation. Any additional updates will be decided and agreed upon at the monthly Parish Council meetings. The agreed exceptions to these rules regard information necessary to be shared with residents prior to the next TPC meeting, for instance road closures, will be added as and when this information becomes available.
3. Tankersley Parish Council Twitter feed – The Twitter feed will follow the same regulations as the Facebook page.