



TANKERSLEY  
PARISH COUNCIL

# Web Site and Social Media Policy (Updated October 2020)

## **1. Introduction**

As stated in its Communication Strategy, Tankersley Parish Council believes that communication with those living in the parish is essential in order to fully achieve impact 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, clear rules and boundaries need to be established regarding its usage.

The Parish Council will ensure that messages, important developments, key aims and achievements are communicated in a consistent way. This will contribute to a sense of community and cohesion within the Tankersley and Pilley area and provide information and transparency for residents.

## **2. Web Site and Social Media accounts**

The Parish Council currently uses two technologies for communication with parishioners and those interested in the activities of the parish.

1. Tankersley Parish Council Website - [www.tankersleypc.org](http://www.tankersleypc.org)
2. Facebook – ‘Tankersley Parish Council’

As social media develops further the Parish Council will consider other communication tools as deemed appropriate.

## **3. Designated Officers and Associated Responsibilities**

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 Facebook account will be updated by a nominated member of the Parish Council and/or the Clerk, as determined by the Parish Council.

The guidelines of this policy are applicable to the designated officers’ 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.

All designated officers will adhere to strict principals regarding the use of the Parish Council’s web site and social media tools, these being;

- 1) No updates to the web site and social media accounts will take place outside of the agreed protocols detailed in section 4.
- 2) No personal views or opinions will be shared by designated officers through the Parish Council's web site or Facebook page.
- 3) Conversations or discussions will not be entered into via the web site or Facebook page. Those wishing to discuss issues with the Parish Council will be advised to contact the Clerk via the Parish Council email address (clerk@tankersleypc.org) 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 the Web Site and Social Media accounts**

1. Tankersley Parish Council website – The website will be used to share all details of Council activities, meetings and their agendas, contact information for the Clerk, and details of social media accounts.  
The website will share links to other 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, share information on key issues and developments related to the parish, and publicise social and community initiatives organised or supported by the Parish Council. Updates will be decided and actioned by the Designated Officer/Clerk after discussion with the Chair and 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.