LOGGERHEADS PARISH COUNCIL
SOCIAL MEDIA POLICY

Approved by Council: November 2022
Date of Review: May 2026

1. Introduction

The use of digital and social media now has a clear and compelling impact on all areas of local government enabling better and more direct contact between the Parish Council, the people and businesses it serves and the agencies that it works with.

This Social Media Policy aims to describe how the Parish Council will use social media to improve and expand the ways in which it communicates internally, with its local residents, local businesses and the various government (local and central) agencies that it deals with.

Social media provide alternative channels (to written correspondence, telephone and face to face conversation) for the Parish Council to inform and respond to questions and queries raised by people who live in, work in and visit the parish of Loggerheads. It also enables the Parish Council to deal more efficiently with the various agencies (e.g. the surrounding parishes, district council and the county council) that deliver services to local people.

2. The Policy

Use of digital and social media will form an integral part of how Loggerheads Parish Council delivers its services in a way that improves the communications both within the Parish Council and between the Parish Council and the people businesses and agencies it works with and serves.

The Parish Council has a corporate presence on the web and an e-Mail channel which it uses to communicate with people who live in, work in and visit the parish of Loggerheads. The Parish Council will always try to use the most effective channel for its communications.

We may ask those who contact us for their preferred channel of communication when we deal with them.

Over time the Parish Council may add to the channels of communication that it uses as it seeks to improve and expand the services it delivers. When these changes occur this Social Media Policy will be updated to reflect the new arrangements.

3. Rules and Expectations

Most online communities have their own rules and guidelines, which we will always abide by.

We promise that any communications (this includes all content on the Parish Council's web site) from the Parish Council will meet the following criteria: -

- Be civil, tasteful and relevant;
- Not contain content that is unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive;
- Not contain content copied from elsewhere, for which we do not own the copyright;
- Not contain any personal information, other than necessary basic contact details;
- Will be moderated by either the Clerk to the Parish Council or the Chair of the Parish Council.
- Social media will not be used for the dissemination of any political advertising

Equally, we expect any communications to the Parish Council to meet the following criteria: -

- Be civil, tasteful and relevant;
- Not contain content that is unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive;
- Not contain content copied from elsewhere, for which the enquirer does not own the copyright;
- Not send large volumes of the same message (also called "spamming");
- Not to contain anyone's personal information, other than necessary basic contact details;

4. Channels and Responsibilities

4.1 Website

The Parish Council maintain one web site: https://loggerheadsparishcouncil.co.uk

The Clerk to the Parish Council is responsible for publishing content to the web site. Where necessary, we may direct those contacting us to our website to see the required information, or we may forward their question to one of our Parish Councillors for consideration and response.

We may not respond to every comment we receive particularly if we are experiencing a heavy workload.

The Parish Council may, at its discretion, allow and enable approved local groups to have and maintain a presence on its website for the purpose of presenting information about the group's activities. The local group would be responsible for maintaining the content and ensuring that it meets the Parish Council's "rules and expectation" (see previous page) for the web site. The Parish Council reserves the right to remove any or all of a local group's information from the web site if it feels that content does not meet the Parish Council's "rules and expectation" for its web site.

Where content on the web site is maintained by a local group it should be clearly marked that such content is not the direct responsibility of the Parish Council.

4.2 Email

The email account is monitored mainly during office hours, Monday to Friday, and we aim to reply to all questions sent as soon as we can and within 5 working days.

The Parish Council maintain one email address: loggerheadspc@btconnect.com

The Clerk to the Parish Council is responsible for dealing with email received and passing it on to the relevant Councillor or external agency to deal with.

The recognised procedure for the sending of e-Mails from the Parish Council to local residents, businesses and organisations is that they will be sent by the Clerk to the Parish Council. Where parish councillors need to communicate with local residents, businesses and organisations they should, preferably, keep to the recognised procedure by sending their email to the Clerk to the Parish Council.

Where for reasons of expediency this is not practical the email concerned must be copied to the Clerk to the Parish Council.

4.3 Facebook

The Parish Council currently operate one Facebook Page: Loggerheads Parish Council

4.4 Twitter

The Parish Council does not currently operate a Twitter page.

4.5 YouTube

The Parish Council does not currently operate a YouTube channel

5. Internal Communication and Access to Information

The Parish Council is continually looking at ways to improve its working and the use of social media is a major factor in delivering improvement.

Parish Councillors are expected to abide by the “our rules and expectation” section (shown earlier in this document) in all their work on behalf of the Parish Council.

As more and more information becomes available “at the press of a button” it is vital that all information is treated sensitively and securely. Parish Councillors are expected to maintain an awareness of the confidentiality of all information that they have access to and not to share that information with anyone unless they are sure that it is reasonable to do so. Failure to properly observe confidentiality may be seen as a breach of the Parish Council’s Code of Conduct and will be dealt with through its prescribed procedures. (At the extreme it may also involve a criminal investigation).