



Saxilby with Ingleby Parish Council

Media and Social Media Policy Supplement: Facebook

VI.0

1. All posts should be created in-line with the Council's communication strategy and media and social media policy.
2. Councillors may use the Council's social media management software to prepare draft content and propose scheduling, for review and approval by an administration officer. This facilitates timelier content development and strategic messaging, for example for events, whilst retaining officer responsibility for operational control, compliance, and publication in accordance with the Council's protocols.
3. The Council's administration officers and the comms lead are administrators of the SPC Facebook page.
4. The administration officer will monitor posts within the Saxilby with Ingleby community Facebook groups, and will notify the clerk of any issues that may have an impact on the parish council. Other officers and councillors are also encouraged to advise the clerk if they identify any posts which require attention.
5. The administration officer will consult with the clerk to draft a response to social media posts, if deemed necessary. If appropriate, the draft may be shared for feedback with other officers and relevant councillors. This will be at the discretion of the clerk.

Posting as a councillor or employee in a personal capacity

6. No councillor or employee should post any comments or information on any social media site that has only come into their possession by reason of their association with Saxilby with Ingleby Parish Council that is not already in the public domain.

7. Councillors or employees should not state or imply that any post or comment they make on social media is made on behalf of Saxilby with Ingleby Parish Council, unless authorised to do so.
8. When posting to Saxilby Community Groups (or any other social media) as a private individual, councillors and employees should take care to clarify that their post is their personal opinion and not that of the council, particularly on topics that may be viewed by the general public as being relevant to the work of the parish council. If in doubt, do not comment.
9. The use of Saxilby Community Groups as a communication channel between councillors, employees and the public is to be avoided. Any council related communication should be deferred to email at the earliest opportunity.
10. Residents who raise issues asking the council to take action should be encouraged to report the matter directly to the parish council using contact details available on the page.