

# DANBURY PARISH COUNCIL

## MEDIA/SOCIAL MEDIA POLICY

Media Arrangements to be attached to Standing Orders.

The Clerk is the first port of call for all officer related media enquiries. Where appropriate the Clerk to respond to all calls and arrange interviews with members and officers.

The media policy to be:

- Open
- Transparent
- Honest
- Proactive and assertive
- Helpful to the media in facilitating photograph opportunities, interview and other reasonable requests

The Clerk, staff and members will:

- Promote the reputation of the organisation
- Respond quickly and effectively to media enquires

Respect the confidential nature of information which is retained by the Parish Council on individual cases or other matters which are officially specified as confidential.

Additionally, social media is a rapidly growing in popularity and is used by many members of society, regardless of age or background. The most popular examples of social media networks are web-based and include sites such as Facebook, Twitter, My Space, You Tube and Linked In. Danbury Parish Council has chosen to use social media to provide a modern alternative means to communicate with residents, clubs, societies and businesses in Danbury and to impart information to anyone with an interest in the village.

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### **Administration of Social Media sites and/or website:**

- A Social Media site, Facebook, has been set up and administrated by the Clerk/Assistant Clerk. Danbury Parish Council website pages are to be administered by the Clerk/Assistant Clerk, in association with the webmaster.
- The Clerk/Assistant Clerks will administer the site during times of absence
- All content to be added to the site must be approved by the Clerk.
- If there is any doubt, the Clerk should check with the Chairman or other nominated member prior to posting.

**All users should use the following practices:**

- Post only what you would like the world to see. Once you post something, it may continue to be available to view, even after it is removed from the site.
- Do not disclose confidential matters or criticise policies or personnel.
- Do not post images that include young people without first obtaining parental permission.
- Acknowledge queries posted to the Parish Council on the Facebook site publicly but respond privately in message form.
- Only respond publicly if you have the agreement of the person who has posted the query.
- Do not use commentary deemed to be defamatory, obscene, proprietary or libellous. Exercise caution with regards to exaggeration, colourful language, guesswork, obscenity, copyrighted materials, legal conclusions and derogatory remarks or characterisations.
- If anyone places a post on your site that does not adhere to the rules above, remove as soon as practicably possible. If they continue to place posts that do not adhere to the rules above, use a two strikes and you're out policy, and remove the person from your list of followers and block them to prevent them following again.
- Weigh up whether putting a particular post puts your effectiveness at Danbury Parish Council at risk.