



MANNINGTREE TOWN COUNCIL

Social Media Policy

The use of digital and social media and electronic communication enables Manningtree Town Council (the Council) to interact in a way that improves the communications both within the Council and between the Council and the people, businesses and agencies it works with and serves.

The Council has a website and a Facebook page and uses email and text to communicate. The Council will always try to use the most effective channel for its communications. Over time the 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 Policy will be updated to reflect the new arrangements.

This policy outlines the standards required when using social media and electronic communication and the relevant sections cover all employees, volunteers, Councillors and visitors of the Town Council's Facebook page.

Criteria for Council Communication

The overarching criteria for all Council communication both on its social media platforms and within the Council is that it will:

- Be civil, tasteful and relevant.
- Not contain content that is knowingly unlawful, libelous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive.
- Not contain content knowingly copied from elsewhere, for which the Council does not own the copyright.
- Social media and website postings will not contain any personal information unless express consent of the individual has been obtained.
- Social media postings relating to official Council business will be moderated by the Clerk to the Council.
- Social media will not be used for the dissemination of any political advertising.

Obligations of users of Town Council social media and all visitors of the Council's Facebook page

In order to ensure that all discussions on the Council page are productive, respectful and consistent

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with the Council's aims and objectives, the Parish Council requires all visitors of the Parish Council Facebook page to comply with the following criteria:

- Be considerate and respectful of others. Vulgarity, threats or abuse of language will not be tolerated.
- Differing opinions and discussion of diverse ideas are encouraged, but personal attacks on anyone, including the Councillors or staff, will not be permitted.
- Share freely and be generous with official Council posts but be aware of copyright laws; be accurate and give credit where credit is due.
- Stay on topic.
- Refrain from using the Council's Facebook page for commercial purposes or to advertise, market or sell products.

The site is not monitored 24/7 and we will not always be able to reply individually to all messages or comments received. However, we will endeavour to ensure that any emerging themes or helpful suggestions are passed to the relevant people or authorities. Please do not include personal/private information in your social media posts to us.

Sending a message/post via Facebook will not be considered as contacting the Council for official purposes and we will not be obliged to monitor or respond to requests for information through these channels. Instead, please make direct contact with the council's Clerk and/or Councillors by email.

The Council retains the right at its complete discretion to remove comments or content that includes:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libellous statements.
- Plagiarised material; any material in violation of any laws, including copyright.
- Private, personal information published without consent.
- Information or links unrelated to the content of the forum
- Commercial promotions or spam
- Alleges a breach of a Council's policy or the law.

The Council's response to any communication received not meeting the above criteria will be to either ignore, inform the sender of our policy or send a brief response as appropriate. This will be at

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the Council's discretion based on the message received, given our limited resources available. Any information posted on the Facebook page not in line with the above criteria will be removed as quickly as practically possible. Repeat offenders will be blocked from the Facebook page. The Council may post a statement that 'A post breaching the Council's Social Media Policy has been removed'. If the post alleges a breach of a Council's policy or the law the person who posted it will be asked to submit a formal complaint to the Council or report the matter to the Police as soon as possible to allow due process.

Where necessary, we may direct those contacting us to our website to see the required information, or the Council may forward their question to the Clerk for consideration and response. The Council is not obliged to respond to every comment received particularly if it is experiencing a heavy workload.

Obligations regarding use of Social Media by Employees, Councillors and Volunteers

The following obligations apply to all employees of the Council, Councillors and to those who volunteer on behalf of the Council.

Posting on behalf of the Town Council

- Only the Clerk and those Councillors/officers who are approved as administrators of the Parish Council Facebook page are permitted to post material on a social media account in the council's name and on its behalf.
- Before using social media on any matter which might affect the interests of the council you must:
 - a) have read and understood this policy and
 - b) employees and volunteers must have sought and gained prior written approval to do so from the Clerk.

Obligations regarding the use of social media generally

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules:

- Do not upload, post or forward a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- Any employee, volunteer or Councillor who feels that they have been harassed or bullied or are offended by material posted or uploaded by a colleague onto a social media website should inform the Clerk or the Chair of the Council.

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- Never disclose commercially sensitive, personal private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with the Clerk of the Council.
- Do not upload, post or forward any content belonging to a third party unless you have that third party's consent.
- Before you include a link to a third-party website, check that any terms and conditions of that website permit you to link to it.
- When making use of any social media platform, you must read and comply with its terms of use.
- Be honest and open but be mindful of the impact your contribution might make to people's perceptions of the council.
- You are personally responsible for content you publish into social media tools.
- Do not escalate heated discussions, try to be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations.
- Do not discuss employees without their prior approval.
- Always consider others' privacy and avoid discussing topics that may be inflammatory e.g., politics and religion.
- Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see them and never publish anyone else's contact details.

Obligations relating to Employees

- Employees should be aware that any use of social media websites (whether or not accessed for council purposes) may be monitored and, where breaches of this policy are found, action may be taken against employees under the Council's Disciplinary procedure.
- Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and the Council.
- In particular a serious case of uploading, posting forwarding or posting a link to any of the following types of material on a social media website, whether in a professional or personal capacity, will probably amount to gross misconduct (this list is not exhaustive):
 - a) pornographic material (that is, writing, pictures, films and video clips of a sexually explicit or arousing nature).
 - b) a false and defamatory statement about any person or organisation.
 - c) material, which is offensive, obscene

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d) criminal, discriminatory, derogatory statements or material or statements or material which may undermine or cause embarrassment to the council, Councillors, or our employees.

e) confidential information about the council or anyone else

f) any other statement which is likely to create any liability (whether criminal or civil, and whether for you or the council); or

g) material in breach of copyright or other intellectual property rights, or which invades the privacy of any person.

Any such action will be addressed under the Disciplinary procedure and for employees may result in summary dismissal.

- Where evidence of misuse is found we may undertake a more detailed investigation in accordance with the Disciplinary procedure involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation. If necessary, such information may be handed to the police in connection with a criminal investigation.
- If you notice any use of social media by other employees or volunteers in breach of this policy, please report it to the Clerk or the Parish Council Chair.

Town Council email obligations

There is a Council email address (clerk@manningtreetowncouncil.gov.uk) manned by the clerk. The email account is monitored Monday to Friday 9am to 5pm, and the aim is to reply to all questions sent within a reasonable timescale.

An 'out of office' message should be used when appropriate.

The Clerk is responsible for dealing with email received and passing on any relevant mail to Councillors or external agencies for information and/or action.

All communications on behalf of the Council will usually come from the Clerk, and/or otherwise will always be copied to the Clerk.

Although individual Councillors may communicate directly with parishioners where the contents of an email refer to matters relating to Town Council business they should be copied to the Clerk. NB any emails copied to the Clerk become official and will be subject to The Freedom of Information Act.

These procedures will ensure that a complete and proper record of all correspondence is kept.

Do not forward personal information on to other people or groups outside of the Council, this includes names, addresses, email, IP addresses and cookie identifiers.

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SMS / WhatsApp etc (texting) obligations

Councillors and the Clerk may use SMS as a convenient way to communicate at times. All are reminded that this policy and the overarching communication obligations contained in this policy also applies to such messages.

Video Conferencing e.g. Zoom

If this medium is used to communicate please note that this policy also applies to the use of video conferencing.

Internal communication and access to information within the Council

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

Councillors are expected to abide by the Code of Conduct and the GDPR Data Protection obligations in all their work on behalf of the 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. Councillors are expected to maintain an awareness of the confidentiality of information that they have access to and not to share confidential information with anyone. Failure to properly observe confidentiality may be seen as a breach of the Council's Code of Conduct and will be dealt with through its prescribed procedures (at the extreme it may also involve a criminal investigation). Councillors and officers should also be careful only to cc essential recipients on emails i.e., to avoid use of the 'Reply to All' option if at all possible but of course copying in all who need to know and ensuring that email trails have been removed.

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