



Chinnor Parish Council

Chinnor Community Pavilion
Station Road
Chinnor
OX39 4PU

SOCIAL MEDIA POLICY

1. Purpose of policy

This policy is intended to help representatives of Chinnor Parish Council (employed staff and non-employed staff) to make appropriate decisions about the use of social media such as Facebook, Twitter, Google+ and LinkedIn. Other social media includes but is not exclusive to blogs, video, picture blogging and audio.

This policy outlines the standards Chinnor Parish Council requires all employees and councillors to observe when using the various social media platforms, the circumstances in which Chinnor Parish Council will review your use of social media and the action that will be taken in respect of breaches of this policy. The principles of this policy apply to the use of social media regardless of the method used to access it - it covers static and mobile IT/computer equipment, as well as work and/or personal smartphones etc.

2. Who is covered by the policy

This policy covers all persons representing Chinnor Parish Council such as Employees, also councillors, contract workers and volunteers. All these hereafter shall be referred to as staff.

3. Why use social media

Social media affords us the opportunity to communicate not only internally but also to the wider community for informative purposes. These platforms also allow us to seek feedback which enables us to review and improve our communication and engagement capabilities.

4. Responsibility for implementation of the policy

The Chinnor Parish Council Chairman & Clerk are responsible for the effective operation of this policy.

All staff are responsible for their own compliance with this policy, understanding of its content and for ensuring that it is consistently applied. Any breach of this policy should be reported to The Chairman/Clerk.

5. Use of work-related social media accounts

The Clerks are only permitted to post material on a social media website in the Parish Councils name.

Approved social media platforms for Chinnor Parish Council are as previously listed but not exhaustive.

Before using work-related social media platforms, you must:

- have read and understood this policy;
- have sought and gained prior written approval to do so from The Clerk and or Chairman

Personal use of social media

Personal use of social media in the workplace is permitted, subject to certain conditions, as detailed below. It must not be abused or overused and the company reserves the right to withdraw permission at any time.

The following conditions must be met for personal use to continue:

- Social media usage must be in your own time (outside normal working hours) unless otherwise agreed in writing, for example, breaks, lunchtime etc.
- Further guidance may be found in the councils employee handbook (aka as The Green Book)

You are also personally responsible for what you communicate on social media sites **outside the workplace**, for example at home, in your own time, using your own equipment. You must always be mindful of your contributions and what you disclose about the Parish Council.

General rules for social media use

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules. The same rules would also apply when using social media outside of work and or Parish Council business:

- Do not post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory or inappropriate content.
- Using pictures or images on the Council's Social Media pages is allowed, with permission from the original source. To advertise events or news items only.
- Data Protection: never publish personal details of residents or individuals without written consent prior to posting on Social Media.
- A member of staff who feels that they have been harassed or bullied, or are offended by material posted by a colleague onto a social media website should inform The Clerk.
- Never disclose commercially sensitive, anti-competitive, 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 Parish Council Chairman and or the Parish Clerk.

Adopted for 2019 by CPC Full Council meeting dated 03-12-18

- Do not post material in breach of copyright or other intellectual property rights.
- Be honest and open, but be mindful of your views, political or otherwise and the impact your contribution might have on any one individual and people's perceptions of the Parish Council.
- You are personally responsible for content you publish
- When using social media for personal use, use a disclaimer, for example: 'The views expressed are my own and don't reflect the views of Chinnor Parish Council. Be aware though that even if you make it clear that your views on such topics do not represent those of the Parish Council, your comments could still damage our reputation.
- Councillors must recognise that they are governed by the collective decision of the majority, and that any views expressed must be consistent with collective decision/view of the Parish Council.
- Ensure you do not bring the Council or your role as a Councillor or staff member of the Council into disrepute.

6. Reviewing the use of social media platforms

Staff should be aware that any use of social media platforms (whether or not accessed for work purposes) may be reviewed and where breaches of this policy are found, action may be taken under the Disciplinary Procedure.

The Parish Council reserves the right to restrict or prevent access to certain social media platforms. Reviewing the use of these platforms is only carried out to the extent permitted or as required by law and as necessary and justifiable for business purposes.

Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and the Parish Council.

If you notice any use of social media by other members of staff in breach of this policy, please report it to the Parish Chairman/Clerk.

7. Policy review and update

The Parish Council HR team and Parish Clerk have overall responsibility for the review and update of this policy, as required.

8. Agreement

This Social Media Policy has been distributed to all staff members and all Councillors associated with Chinnor Parish Council.