Swillington Parish Council Media Policy

1. Introduction

The objective of this policy is to aid the parish council to make appropriate decisions about the use of social and conventional media. Currently it operates a web site, council emails and Twitter but if there is an expansion to other forms of social media then this policy will cover all aspects of use.

The use of social media has many advantages and gives the PC an opportunity to communicate with a wider audience. Swillington Parish Council is committed to promoting its activities through social media but wishes to ensure that it is completed in an effective and responsible manner.

This policy supplements and should be understood in compliance with all other policies and procedures adopted by the council including amongst others the Members Code of Conduct ,Data Protection Policy and Model Publication Scheme.

2. Management

At present the Chair and Parish Clerk manage all media activities. Both have government email addresses.

All emails to both addresses are answered promptly and respectfully.

The Chair and the Parish Clerk are moderators of the council web site which is maintained to promote parish council business only. There are links to other organisations on the council web site, these are vetted by the clerk and chair to ensure that the sites included are those of responsible organisations and their inclusion would be of interest to the residents of Swillington. The PC does not include web site links to commercial sites however there is a disclaimer on the site as follows;

Please note that Swillington Parish Council takes the utmost care with all outside bodies we are involved with and are advertised on our web site. However we take no responsibility for any of their actions.

The Chair manages the Twitter account and all tweets are made with regard to the above.

As the moderation of the use of all media is managed by the chair and clerk it remains a confined area of operation with both individuals having due care for the proper administration of this area.

The Future

This is a living document and will be reviewed regularly to ensure that it remains fit for purpose and that the PC going forward takes full advantage of the benefits of social media and avoids the pitfalls.

Swillington Parish Council October 3rd 2017