

EVERDON PARISH COUNCIL

COMMUNICATION & SOCIAL MEDIA POLICY

Covering the use of Social Media & Publication of Newsletter

This policy outlines the standards we require from employees/contractors, councillors and volunteers when communicating with members of the public, whether face-to-face, by e-mail, newsletter, via the parish council's website, and using personal social media and to familiarise themselves with the contents of this policy to ensure compliance.

Everdon Newsletters

Newsletters are published for the benefit of our residents and are not intended for distribution to non-residents.

All residents are welcome to submit contributions to the editor who reserves the right to edit articles according to availability of space, the parish council's guidelines and GDPR regulations.

Articles should not include the contact details of any private individual, without first obtaining their express approval. This requirement does not apply to members of the parish council as their information is required to be in the public domain.

Any views stated in newsletter articles are those of the author's and not representative of the editor or parish council.

The parish council has the final say on information published in the newsletter **OR** The parish council reserves the right to amend/reject any articles submitted for publication without entering into a debate.

Disclaimer of Liability

Neither the parish council nor the editor make any claims, promises or guarantees about the accuracy, completeness, or adequacy of the contents of the newsletters and expressly disclaims liability for errors and omissions in the contents of Everdon's newsletters.

Neither the parish council, nor its editor make any warranty, expressed or implied or statutory, including but not limited to the warranties of noninfringement of third party rights, title, and the warranties of merchantability and fitness for a particular purpose with respect to content available from the newsletters. Neither does the parish council or editor assume any legal liability for any direct, indirect or any other loss or damage of any kind for the accuracy, completeness, or usefulness of any information, product, or process disclosed herein, and do not represent that use of such information, product, or process would not infringe on privately owned rights.

Social Media: Everdon Parish Council

The parish council has decided against using social media and any official communication will be restricted to using e-mail and the parish council's website www.everdonpc.co.uk Everdon Parish Council does not accept any liability for comments posted on social websites by employees/contractors or volunteers who will be personally liable.

Social Media: Members of the parish council, employees/contractors and volunteers

1. You need to ensure that your personal social media use does not contravene the Code of Conduct for members of the parish council.
2. Make clear that what you say is representative of your personal views only. Use a disclaimer - when using social media for personal purposes, you must not imply you are speaking for the parish council. It should be noted that even when using a disclaimer, the law and the parish council's Code of Conduct still applies. Avoid use of the parish council e-mail address, logos or other parish council identification.
3. You must not set up any social media profiles on behalf of a parish council service or function without having first obtained the parish council's approval.
4. Never disclose commercially sensitive 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 chairman or clerk of the parish council.
5. You are personally responsible for content you publish on social media sites.
6. Postings made on a personal account may attain a wide readership and will therefore be considered public rather than private, especially if an association with the parish council is referenced or mention of the parish council's name or services is referenced. Publicly accessible postings may be investigated if there is a suspected breach of the Social Media Policy.

Date Reviewed	10 September 2018
Date of next Review	09 September 2019