

Everdon Parish Council

Communication Policy

Any publicity describing the Council's policies and aims should be as objective as possible, concentrating on facts or explanations or both. It should set out the Council's views, not show prejudice or be party political.

Publicity regarding controversial issues should be presented clearly and fairly. The Council should not publish anything which could attack any persons, position or other authority.

The Council should only use public money to mount publicity campaigns where its primary purpose is to serve the best interests of the village. Any publications should be available to the whole electorate.

Publicity should not be, or liable to misrepresentation as being party political, or influence public opinion on policy. Material should not contain political slogans, logos or political catch-phrases. Publicity regarding an individual councillor may include contact details, the position they hold in the Council, and their responsibilities. Any articles written by individual Councillors must never campaign for their election or selection on any forthcoming elections, referendums and/or petitions.

Councillors should direct any approaches by the media to the Clerk in the first instance.

PROCESSES

Newsletter

Items for inclusion are sought throughout the year. Ideas for the type of articles originate from the Council. Although the Council exercises the utmost care in ensuring all items it publishes are legitimate, legal, official and do not promote anything unethical, irresponsible or the lowering of moral standards, neither the Council nor the Editor accept liability for articles submitted by individual members that do not conform to these standards.

Website

Content on the Council's website is restricted to:

- The website should not be used for consultations/communication if documents are unavailable elsewhere.
- Items written or published shall not be personalised issues or be written for personal image raising purposes
- Documents the Council must publish in terms of the 2015 Transparency Code for smaller authorities;
- Audit requirements
- Informational and factional items for the benefit of residents

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| Date adopted | 14 September 2020 |
| Date of next Review | September 2022 |