

 <b>Kilburn Parish Council</b>	<h2>Social Media Policy</h2>	
Auth: Cllr Parker	Issue Date:	Document Location: KPC website

The Kilburn Parish Council (KPC) recognises the need to utilise social media to ensure that we can communicate with parishioners in a diverse and timely manner, therefore alongside our bi-monthly newsletter we will maintain our website ([kilburnparishcouncil.org.uk](http://kilburnparishcouncil.org.uk)) and share use of the Kilburn Community Association Facebook page. All social media and communications will comply with GDPR (General Data Protection Regulation)

Should the KPC develop, update or amend their social media offering then over time this policy will be updated to reflect all changes.

### Overview of outgoing communication – all methods

Communications from the Council will meet the following criteria:

- Be polite and relevant
- Not contain content that is knowingly unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive
- Not contain personal information without reason and explicit permission being given beforehand
- If it is official council business, it will be moderated by either the chair/vice chair of the council or the clerk to the council
- Social media will not be used for any political advertising
- Will abide by copyright law

### Facebook

Facebook is an excellent tool for disseminating up to date information in a diverse manner when combined with other methods of information. It encourages engagement between different sectors of our community. All discussions should be productive, relevant and respectful. We ask that that everyone interacting with the Facebook page adhere to the following principles:

- Be considerate and respectful of others and their views
- Personal attacks, insults, or threatening behaviour will not be permitted
- Vulgar or discriminatory language will not be tolerated
- Personal information must not be published without consent
- Comments should stay on topic and be relevant to the page
- The Facebook page will not be used to sell items or commercial promotional purposes\*
- No Spam posts
- All content should be truthful and accurate to the poster's knowledge
- Complaints should not be raised on Social Media. All complaints should follow the correct route which is to be emailed to the Clerk ([clerk@kilburnparishcouncil.gov.uk](mailto:clerk@kilburnparishcouncil.gov.uk)) so that the correct procedures may be followed

*\*Kilburn Community Association may utilise the Facebook page for promotional activities which may include the promotion or selling of items /services which supports the activities and development of the KCA*

Anyone who fails to comply with these guidelines may be removed and banned from the Facebook page from the first instance. Anyone wanting to appeal a ban should do so by emailing the Council Clerk ([clerk@kilburnparishcouncil.gov.uk](mailto:clerk@kilburnparishcouncil.gov.uk))

The Facebook admin, Parish Councillors and staff will not engage in discussions that are not productive and in line with the above principles, Posts and or comments which are not appropriate will either be ignored or deleted.

Kilburn community relevant information which anyone external to the KPC or KCA would like sharing on the Facebook page must adhere to the guidelines contained in this document, these should be submitted to a Facebook page admin for review.

Decisions made by the Facebook Admins are final. Please do not include personal/private information in your social media posts.

### **Email**

All general enquiries should be directed through the Clerks email address ([clerk@kilburnparishcouncil.gov.uk](mailto:clerk@kilburnparishcouncil.gov.uk))

If there is a cause that a councillor is championing they may direct enquiries or responses to their own email address.

Any personal email addresses advertised for council business use should be appropriate and in line with guidelines of this document. It is highly encouraged that a specific email address is used for council business rather than established personal or non-affiliated work email addresses.

### **WhatsApp**

Kilburn Parish Council has an official WhatsApp Group and at times may have subcommittee groups.

It is important to distinguish how we interact on the Official vs subcommittee groups and other associated groups.

For subcommittee and other associated groups:

You have free reign to collaborate as you, as a group feel is appropriate. However, any decisions that then require PC agreement – i.e. new Business or areas not covered by already agreed bounds must be raised through official channels.

Using the official WhatsApp Group, WhatsApp messages are subject to Freedom of Information Requests (FOI) and Subject Access Requests (SAR), and this should be borne in mind when sending messages. It is recommended that WhatsApp is limited to reminders and notifications only.

As per Public Transparency rules, under no circumstances can decisions be made using WhatsApp, if necessary, an agenda Item will be raised, and discussion held within the bounds of public transparency. All decisions are to be made during meetings with a minimum quorate of members present.

The reasoning behind this is that the Council should be seen as being 'open and transparent' therefore residents should be party to hearing discussions made. Should a member wish to

discuss a subject he/she should contact the Clerk and ask for the matter to be placed on the agenda.

### **Resolution of issues/ complaints**

All complaints should be directed to the Clerk via email ([clerk@kilburnparishcouncil.gov.uk](mailto:clerk@kilburnparishcouncil.gov.uk)).

Any issues should be investigated by the Clerk and Chairman or vice Chairman. Other councillors may be brought in to consult where necessary DALC should be consulted.

### **Summary of changes**

All changes must be approved by the Clerk and Chairman. Scheduled reviewed are not necessary, amendments to be made as and when required. When amendments are made the policy will be emailed to all Parish Councillors and Facebook Admins

<b>Date of approval</b>	<b>Details of changes</b>	<b>Chairman</b>	<b>Owner</b>
	New issue	Cllr Hall	Cllr Parker
02/09/2024	WattsApp Protocol added	Cllr Earnshaw	Clerk