



# Social Media Policy Proposal

Prepared for: Euxton Parish Council

Prepared by: Cllr Aidy Riggott

17 June 2015

### Objective

Euxton Parish Council believes that social media offers residents of Euxton an innovative and convenient way of engaging with the Council. Euxton Parish Council is exploring how social media can be used to improve how the Council communicates with residents and in doing so has set up a Facebook page and Twitter account. Both are called 'Euxton Council'.

### Content

Euxton Parish Council will use its social media accounts to help increase awareness of the services the Council provides as well as publishing a variety of Council information not limited to Dates of Council Meetings, Agendas and Minutes. The Council may ask for feedback on certain topics and suggestions.

The Council can also use its social media accounts to support and share posts from a number of users that may interest the residents of Euxton. Possible examples would range from events at Euxton Library, messages and updates from the Police to pending roadworks and Euxton Community Groups. The Councils social media accounts will not be used to support or promote private businesses and will be non political.

### Who can access the Facebook page and Twitter account?

The Facebook page and Twitter account are the property of the Council in exactly the same way that the website or newsletter is.

Facebook assigns an 'Owner' to a page and this has to be linked to a personal account. For the Council the 'Owner' is the Clerk and the Clerk can appoint 'Administrators' to help support in running the page.

Twitter operates differently and does not assign roles, it assumes all accounts are individually run. The Council can still appoint 'Administrators' and supply them with log in details.

Euxton Parish Council offers 'Administrator' status to the Council Chairman as well as All Purposes Chairman. If either of these councillors turns down the offer, the Council, at the direction of the Council Chairman shall appoint another councillor as an 'Administrator'

The Code of Conduct applies at all times. All posts are official Council communications.

### **Social Media Connections and Endorsements**

There is no fixed approach on who the Council will have in its social media network, but as a guide, the connections may include the following

- Lancashire County Council, Chorley Council
- Councillors who represent any part of Euxton at any level of local or national government
- Local Community Organisations and Groups
- Local Media and News Outlets
- Police, Fire and other Emergency Services

The Council does not endorse any individual or organisation merely by virtue of creating a social media connection, regardless of the terms used by social media providers such as

'follow' or 'like'.

Once connected, the Council will not remove an individual or organisation from its network unless there is some over riding reason to do so; for example, change of councillor at election, or because the individual or organisation poses a significant and material risk to the Councils reputation and credibility.

### **Contacting the Council via Social Media**

Social networks have their own rules and guidelines, which the Council will always follow. The Council reserves the right to remove any contributions that break these rules and those listed below.

### **Costs**

There are no initial set up costs or ongoing costs for Facebook and Twitter at this time or are they expected in the future.

Once the accounts are set up and the profiles ready for launch, the week to week impact on the Clerks time should not exceed 30 mins. As the Council moves towards a new website, the automated options available may well reduce this further.