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**Weaverham Parish Council**

**Social Media Policy**

**Introduction**

Social media refers to web-based tools allowing users to interact with the public & fellow Councillors.

As technology develops organisations and individuals are open to potential risks.

It is important that all Councillors (users) adhere to the social media policy outlined by WPC as it provides practical support to minimise any risks.

**Policy Purpose**

This guideline outlined in this policy is to ensure that all Councillors (users) make the best use of social media in a responsible, safe, and secure way. When you post on the Weaverham Parish Council web site you are doing it under the banner of the Weaverham Parish Council so must ensure that guidelines are always adhered to if unsure ask!

This policy defines the boundaries between professional and personal use and ensures that users understand the security risks of social media use and how to minimise the risks.

**Scope**

This policy applies to all Councillors when using any social media platforms, whether these accounts are for official WPC business or the use of personal accounts where any reference to WPC is made.

Users of social media need to be mindful of the standards of behaviour in WPC's code of conduct.

This policy applies to new and existing social media accounts. All account holders must check that any existing accounts are compliant with this policy.

**Professional/Personal Use**

No one is allowed to set up a professional WPC social media account without the authorisation of the Council. All Social media accounts associated with WPC e.g. WhatsApp, Direct messenger; Instagram; Facebook must be declared to the Council and a list of authorised accounts and users kept by the Data Controller (clerk). The Clerk will monitor social media posts. A professional account is to be used for the sole purpose of communications and recruitment of WPC business only.

If in the opinion of the Clerk a post is deemed inappropriate or not acceptable the post will be removed. If a post is removed and the poster disputes its removal the clerk will arrange for the item to be included for discussion at the next meeting of Council. The decision of council will be final.

Contents must be professional and focused on the work of WPC. The profile picture must be the WPC logo and branding. The logo is the property of WPC.

Users are responsible for the content they post on social media. This includes re-posting and forwarding contents originally shared by others. Users must apply the same standards online, as required offline, check accuracy before sharing, be courteous and respectful and if in doubt do not post.

The WPC code of conduct continues to apply in these scenarios.

**General Security Measures**

Users are individually responsible for the security management of the social media accounts they maintain. Any security breach must be reported to the Data Controller ASAP. (clerk)

**Safeguarding**

Do not post on social media:

* Personal data of WPC councillors example addresses telephone number Photos/videos that feature personal information.
* Photos/videos of individuals without their permission
* Photos/videos of children. - Parental /Guardian consent must be given.

Being active on social media increases the amount of personal information available about users online. This can increase the risk of being targeted by people posting negative and abusive comments. Any such incidents should be reported to the Clerk or Chair.

**Any Councillor who breaches the social media policy will be suspended from using WPC social media. The individual will be asked to explain their actions at a meeting of Council. The Council may make a complaint to the monitoring officer of CWaC.**