



# MARLBOROUGH TOWN COUNCIL

## Social Media Policy

### 1. STATEMENT OF PURPOSE

The widespread availability and use of social networking applications brings opportunities to understand engage and communicate with our communities in new ways. It is important that the Council is able to use these technologies and services effectively and flexibly. However, it is also important to ensure that the Council balances this with its duties to its service users and partners, its legal responsibilities and its reputation.

For example, the Council's use of social networking applications has implications for its duty to safeguard children, young people and vulnerable adults.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice.

The purpose of this policy is to ensure:

- that the Council is not exposed to legal and governance risks
- that the reputation of the Council is not adversely affected
- that our users are able to clearly distinguish where information provided via social networking applications is legitimately representative of the Council.

### 2. SCOPE

This policy covers the use of social networking applications by Council employees, Elected Members and by partners or other third parties (including contractors and volunteers) acting on behalf of the Council. These groups are referred to collectively as 'Council representatives.'

The requirements of this policy apply to all uses of social networking applications which are used for any Council-related purpose and regardless of whether the applications are hosted corporately or not. They must also be considered where Council representatives are contributing in an official capacity to social networking applications provided by external organisations.

Social networking applications include, but are not limited to:

- Blogs
- Online discussion forums
- Collaborative spaces
- Media sharing services, for example YouTube
- 'Micro-blogging' applications, for example Twitter.

All Council representatives should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006, Equal Opportunities and other legislation.

Use of social networking applications in work time for personal use only is not addressed by this policy.

This policy is based on the Civil Service Code: Principles for Participation Online and advice produced by the Chartered Institute of Public Relations and other sources of good practice.

### **3. ENFORCEMENT**

Any breach of the terms set out below could result in the application or offending content being removed in accordance with the published complaints procedure and the publishing rights of the responsible Council representative being suspended.

The Clerk reserves the right to require the closure of any applications or removal of content published by Council representatives which may adversely affect the reputation of the Council or put it at risk of legal action.

Any communications or content published that causes damage to the Council, any of its employees or any third party's reputation may amount to misconduct or gross misconduct to which the Council's Disciplinary Policy applies.

### **4. POLICY**

All proposals for using social networking applications as part of a Council service (whether they are hosted by the Council or by a third party) must be approved by the Town Clerk first. Use of social networking applications which are not related to any Council services (for example, contributing to a wiki provided by a professional association) do not need to be approved by the Clerk. However, Council representatives must still operate in line with the requirements set out below.

Council representatives must adhere to the following Terms of Use. These apply to all uses of social networking applications by all Council representatives. This includes, but is not limited to, public-facing applications such as open discussion forums and internally-facing uses such as project blogs regardless of whether they are hosted on corporate networks or not.

Where applications allow the posting of messages online, users must be mindful that the right to freedom of expression attaches only to lawful conduct. The Council expects that users of social networking applications will always exercise the right of freedom of expression with due consideration for the rights of others and strictly in accordance with these Terms of Use.

### **TERMS OF USE**

Social networking applications

1. Must not be used to publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claims for damages. This includes but is not limited to material of an illegal, sexual or offensive nature that may bring the Council into disrepute.
2. Must not be used in an abusive or hateful manner.
3. Must not be used for actions that would put Council representatives in breach of Council codes of conduct or policies relating to Elected Members or staff.
4. Official Council and Mayoral profiles and pages must not be used for party political purposes or specific campaigning purposes as the Council is not permitted to publish material which 'in whole or part appears to affect public support for a political party' (LGA 1986)

6. Official Council and Mayoral profiles and pages must not be used for the promotion of personal financial interests or personal campaigns.

7. Official Council profiles and pages must not be used for the promotion of commercial ventures.

Where individuals, including those from partner organisations and other volunteers, are involved and are acting on behalf of the Council, they will also be expected to comply with the relevant Council policies.

It is also important to ensure that members of the public and other users of online services know when a social networking application is being used for official Council purposes. To assist with this, all council representatives must adhere to the following requirements:

1. Officers must only use @marlboroughtowncouncil.gov.uk (or that of their own reputable organisation if they are not employed by the Council) for user accounts which will be used for official Council purposes;

2. Where social networking applications are being managed by Council representatives, appropriate feedback and complaints information must be published in a prominent place which is easily accessible to other users.

3. The use of the Council's logo and other branding elements should be used where appropriate to indicate the Council's support. The logo should not be used on social networking applications which are unrelated to or are not representative of the Council's official position.

4. Council representatives should identify themselves as such where appropriate on social networking applications. For example, through providing additional information in user profiles.

5. Council representatives should ensure that any contributions they make are professional and uphold the reputation of the Council.

6. Members, if using their own social media account profiles, must ensure that they are either speaking in a personal capacity or simply providing details of works undertaken or policies agreed by Marlborough Town Council and not speaking on behalf of the Council.

All users need to be aware that applications may be closed for a defined period before local and national elections in order to comply with legislation which affects local authorities.

## **5. POLICY REVIEW**

This policy will be reviewed on an annual basis or if any areas require improvement.

Policy Adopted: March 2016

## **APPENDIX: LIST OF OFFICIAL COUNCIL SOCIAL MEDIA**

### **Twitter:**

Marlborough Town Council - @MTCWilts

### **Facebook:**

Marlborough Town Council

Page: <https://www.facebook.com/MarlboroughTC>