

PENTYRCH COMMUNITY COUNCIL



CYNGOR CYMUNED PENTYRCH

Social Media and Electronic Communication Policy

Date Adopted:	March 2017
Next Review Date:	March 2018

The use of digital and social media and electronic communication enables Pentyrch Community Council to interact in a way that improves the communications both within the Community Council and between the Community Council and the people, businesses and agencies it works with and serves.

The Community Council has a website, a Facebook page and uses email to communicate. The Community Council will always try to use the most effective channel for its communications. Over time the Community Council may add to the channels of communication that it uses as it seeks to improve and expand the services it delivers. When these changes occur this Policy will be updated to reflect the new arrangements.

Use of Social Media (To be published on Facebook and the website)

The Pentyrch Community Council social media pages intend to:

Provide information and updates regarding activities and opportunities within Pentyrch, Gwaelod y Garth, Creigiau and Capel Llanilltern and promote helpful thoughts and comments from residents within the wards.

In order to ensure that all discussions on the Pentyrch Community Council page are productive, respectful, energized and consistent within the Council's policy, it asks everyone commenting or using the pages to follow these guidelines:

- Be considerate and respectful of others. Vulgarity, threats, prejudice or illegal posts will not be tolerated.
- Differing opinions and discussion of diverse ideas are encouraged, but personal attacks on anyone will not be permitted.
- Share freely and be generous, but be aware of copyright laws; be accurate and give credit where credit is due.
- Refrain from using social media pages for commercial purposes or to market products.

The sites are not monitored continuously and the Council will not always be able to reply individually to all messages or comments received. However, it will endeavour to pass appropriate suggestions and concerns to the relevant people.

Sending a message or post via social media will not be considered as contacting the Council for official purposes, and the Council will not be obliged to monitor or respond to requests for information through this channel. Instead, users are requested to use the contact details on the website: www.Pentyrch.cc or email the Clerk at clerk@pentyrch.cc.

Users are requested not to include personal or private information in their social media posts and messages.

The Council retains the right to remove comments or content that includes:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libellous statements
- Plagiarized material; any material in violation of any laws, including copyright
- Private, personal information published without consent
- Information or links unrelated to the area the Council serves
- Commercial promotions or spam

Non-compliance will not be tolerated and can result in a ban.

Pentyrch Community Council is not responsible for the accuracy of content posted by any subscriber; opinions expressed in comments on Pentyrch Community Council's social media pages do not necessarily represent those of Pentyrch Community Council.

All comments, once posted, become the property of Pentyrch Community Council and it reserves the right to reproduce, distribute, publish, display or edit them. Derivative work can also be created from such postings or content, and used for any purpose, in any form and on any other media.

Pentyrch Community Council is not responsible or liable for, and does not endorse the privacy practices, of any social media or any linked websites. Users of social media and any linked websites do so at their own risk.

Pentyrch Community Council assumes no responsibility or liability for any injury, loss or damage incurred as a result of any use of or reliance upon the information and material contained within or downloaded from these websites.

Although Pentyrch Community Council takes users privacy seriously, it cannot guarantee any privacy on this site. Messages and authors may be recorded and available to the public through the Freedom of Information Act. The Council will co-operate with relevant authorities where there is a reasonable or authorised request.

Social media sites may occasionally be unavailable and we accept no responsibility for this lack of service.

The presence of any advertisement on social media pages is not an endorsement of the authenticity or quality of the goods, services or website and Pentyrch Community Council will not be held responsible for any claims arising in that respect.

Pentyrch Community Council discourages posts or comments on issues of a political nature and will not engage with them.

Comments should not advertise commercial products or services.

By choosing to comment on or use any Pentyrch Community Council social media site, users are deemed to agree to this policy.

Any comments made by the administrator of the social media site are those of Pentyrch Community Council and not individual/personal views.

Email

The Clerk and the Admin Assistant have their own council email addresses. These email accounts are monitored mainly during office hours, Monday to Friday, and Pentyrch Community Council aim to reply to all questions sent as soon as possible. Councillors are advised to use council email addresses rather than private ones to comply with data protection regulations.

The Clerk is responsible for dealing with email received and passing any on to the relevant Member or external agency to action.

All communications on behalf of the Council must come from the Clerk.

Individual councillors are at liberty to communicate directly with the community in relation to their own personal views, if appropriate, copy to the Clerk. NB: any emails copied to the Clerk become official and will be subject to The Freedom of Information Act.

These procedures will ensure that a complete and proper record of all correspondence is kept.

SMS (texting)

Members and the Clerk may use SMS as a convenient way to communicate at times. All are reminded that this policy also applies to such messages.

Videoconferencing e.g. Skype

If this medium is used to communicate please note that this policy also applies to the use of video conferencing.

Internal communication and access to information within the Community Council

The Community Council is continually looking at ways to improve its working and the use of social media and electronic communications is a major factor in delivering improvement. Community Councillors are expected to abide by the *Use of social media section* (see above) in all their work on behalf of the Community Council.

As more and more information becomes available at the press of a button it is vital that all information is treated sensitively and securely. Community Councillors are expected to maintain an awareness of the confidentiality of all information that they have access to and not to share that information with anyone unless they are sure that it is reasonable to do so. Failure to properly observe confidentiality may be seen as a breach of the Code of Conduct and will be dealt with through its prescribed procedures. (At the extreme it may also involve a criminal investigation). Members

should also be careful only to cc essential recipients on emails and to avoid use of the Reply All option where possible.