

Seascale Parish Council

Social Media Policy

1. Engaging with the council on social media

1.1 The council encourages members of the public, local organisations and community groups, members of the press, local councillors and others in our wider community to follow and engage with the council through social media accounts.

1.2 We also encourage everyone in our community to share content from our corporate social media accounts with their own social media networks. This is especially important, for example, during emergency situations or where sharing timely information is essential.

1.3 The Council social media accounts will be managed by the Clerk.

1.4 Councillors may choose to engage with the community on their own 'councillor' social media accounts.

1.5 Individuals and organisations are responsible for the content that they choose to post to their social media accounts. This includes content created by others that individuals or organisations choose to repost, retweet or share.

2. Conduct on social media

2.1 The Council will treat everyone with courtesy and respect on its social media channels, and we therefore ask for the same in return from those who choose to engage with us.

2.2 We ask that council staff and councillors are treated courteously. Council staff and councillors should never be subjected to bullying or other forms of abuse or harassment.

2.3 Council staff and councillors have the right to carry out their civic duties and work without fear of being attacked or abused. Any behaviour whether that be verbal, physical or in writing, which causes either councillors or council staff to feel uncomfortable, embarrassed, or threatened, is unacceptable.

3. Reporting a civility and respect-related issue

3.1 Council staff operating the Council's social media accounts will at all times be mindful of the council's relevant policies, procedures and processes, including the Code of Conduct.

3.2 The council will record and report abuse directed at the Council. The Council may, for example, create screenshots of comments and keep a record of abusive or threatening communications, and may take further action as appropriate.

3.3 Council staff and councillors should not have to put up with abusive or threatening behaviour. When subjected to such behaviour. The council reserves the right to enact its relevant social media policies and may, for example, delete content, block individuals or report individuals to social media platforms when appropriate to do so.

3.4 The Council may need to report issues of poor conduct directly to social media platforms. For instance, if someone has created a 'fake account' or if someone is persistently abusive to the Council.

3.5 The Council reserves the right to report criminal matters it notices on social media to the Police. For instance, hate crime/speech or threats of violence.

3.6 Please get in touch with the Council if you feel that a councillor, member of staff or a user of our social media has failed to act in a civil and respectful way on our social media.

3.7 You can contact the Clerk by emailing theclerk@seascaleparishcouncil.co.uk