

Upton Magna Parish Council

DIGITAL COMMUNICATION POLICY

The internet enables Upton Magna Parish Council to interact in a way that improves communication both within the Council and between the Council and the people, businesses and agencies it works with and serves.

The Council has a website, administration access to the Upton Magna Community News Facebook community, and an email account.

Website

The Upton Magna Parish Council website will contain as a minimum all the necessary information as stipulated under transparency regulations (see Transparency Code). The Parish Council strongly supports good communication and the website will be used to share as much information as possible about the actions of the Council, with the exception of materials considered confidential under Data Protection or other laws. It will also be used to support and encourage local facilities, organisations, businesses and individuals in any way that benefits the community.

The Parish Council has overall responsibility for the content of the website. Routine management, monitoring and content posting will be carried out by the Clerk. All costs of website hosting, domain name, management, and maintenance will be met by the Parish Council.

All material posted on the website will adhere to copyright and Data Protection law. Information will be factual and professionally presented. The website will be updated regularly.

The website may carry links to external sites. The Parish Council accepts no responsibility for the content of these.

Social Media

The Parish Council's presence on social media supplements the information published on their website and in the village newsletter. Social Media can be used to remind people of important events and alert followers instantly to breaking news. It can also

link to interesting and useful information published by other people and organisations. It can help the Parish Council to develop two-way communication with a wider range of people.

Facebook

The Clerk manages a Facebook account on behalf of the Council for the promotion of activities and events and as a communication and broadcast tool.

All posts and communications from this account will

- be civil, tasteful and relevant.
- not contain content that is knowingly unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive.
- not contain content knowingly copied from elsewhere, for which we do not own the copyright.
- not contain any personal information without permission.
- not be used for the dissemination of any political advertising.

The Clerk must obtain appropriate permissions for use of photographs and videos.

Monitoring

The Facebook account is not constantly monitored and we will not always be able to reply individually to all messages or comments received. However, we will endeavour to ensure that any emerging themes, important questions or helpful suggestions are dealt with appropriately. Although we will do our best to respond to communications on Facebook, it should be remembered that the most effective way to contact the Parish Council is directly to the Clerk by phone, post or email.

The Council reserve the right to remove comments on Facebook posts that contain any of the following:

- Obscene, indecent or offensive language, or link to obscene or offensive material.
- Personal attacks, insults, discriminatory or threatening language.
- Swear words or other sorts of profanity.
- Material completely unrelated to the original post.
- Contain abusive language towards an individual or organisation.

- Constitute spam or promote or advertise products, except where it is for an event, publication or similar item that has direct relevance to the subject of discussion.
- Potentially libellous or defamatory statements.
- Plagiarised material or any material in violation of any laws, including copyright.
- Private or personal information published without consent.
- Commercial promotions or spam.

For serious and/or persistent breaches of the moderation policy, the Council reserves the right to prevent users from posting further comments.

Email

Upton Magna Parish Council has a dedicated email address, managed by the Clerk. The email account is usually checked several times a week during the Clerk's working hours.

The Clerk is responsible for dealing with email received and passing on any relevant mail to members or external agencies for information and/or action. All communications on behalf of the Council will usually come from the Clerk, and/or otherwise will always be copied to the Clerk.

Any emails sent to or from the Parish Council or councillors in their official capacity will be subject to The Freedom of Information Act 2018. Councillors must also adhere to the Code of Conduct.

Personal information will not be shared with anyone outside the Council without the sender's permission. This includes names, addresses, email, IP addresses and cookie identifiers. See the Council's Data Protection Policy for more information.

Adopted: 10th November 2022

Minute ref: 22/090

Reviewed: 11th May 2023

Minute ref: 23/045