



Chipping Norton Town Council

Social Media and Electronic Communication Policy

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

The Council has a website, Facebook page, Instagram page, Twitter account and uses email and Mailchimp to communicate. The Council will always try to use the most effective channel for its communications. Over time the 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.

The Council's social media intends to provide information and updates regarding activities and opportunities within our Town and promote our community positively.

Communications from the Council will meet the following criteria:

- 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.
- If it is official Council business it will be moderated by the Clerk and Deputy Clerk to the Council;
- Social media will not be used for the dissemination of any political advertising.

In order to ensure that all discussions on the Council page are productive, respectful and consistent with the Council's aims and objectives, we ask you to follow these guidelines:

- Be considerate and respectful of others. Vulgarly, threats or abuse of language will not be tolerated.
- Differing opinions and discussion of diverse ideas are encouraged, but personal attacks on anyone, including the Council members or staff, will not be permitted.
- Share freely and be generous with official Council posts, but be aware of copyright laws; be accurate and give credit where credit is due.

- Stay on topic.
- Refrain from using the Council's social media for commercial purposes or to advertise market or sell products

The site is not monitored 24/7 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 or helpful suggestions are passed to the relevant people or authorities. Please do not include personal/private information in your social media posts to us.

Sending a message/post via social media will not be considered as contacting the Council for official purposes and we will not be obliged to monitor or respond to requests for information through these channels. Instead, please make direct contact with the council staff and/or members of the council by emailing.

We retain the right to remove comments or content that includes:

- Obscene, harmful or racist content
- Personal attacks, insults, or threatening language
- Potentially libellous statements.
- Plagiarised material; any material in violation of any laws, including copyright
- Private, personal information published without consent
- Information or links unrelated to the content of the forum
- Commercial promotions or spam
- Allegations of a breach of a Council's policy or the law

The Council's response to any communication received not meeting the above criteria will be to either ignore, inform the sender of our policy or send a brief response as appropriate. This will be at the Council's discretion based on the message received.

Any information or comments posted on the Facebook page not in line with the above criteria will be removed as quickly as practically possible. Repeat offenders will be blocked from the Facebook page.

If the post alleges a breach of a Council's policy or the law the person who posted it will be asked to submit a formal complaint to the Council or report the matter to the Police as soon as possible to allow due process.

Town Council Website.

Where necessary, we may direct those contacting us to our website to see the required information, or we may forward their question to one of our Councillors for consideration and response. We may not respond to every comment we receive particularly if we are experiencing a heavy workload.

Town Council email.

Email accounts are monitored mainly during office hours, Monday to Friday, and we aim to reply to all questions sent as soon as we can. An 'out of office' message should be used when appropriate.

Officers are 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 or Deputy Clerk, and/or otherwise will always be copied to the Clerk. All new Emails requiring data to be passed on, will be followed up with a Data consent form for completion before action is taken with that correspondence.

Individual Councillors are at liberty to communicate directly with residents 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.

Do not forward personal information on to other people or groups outside of the Council, this includes names, addresses, email, IP addresses and cookie identifiers.

Staff and Councillors should also be careful only to cc essential recipients on emails i.e. to avoid use of the 'Reply to All' option if at all possible, but of course copying in all who need to know and ensuring that email trails have been removed if possible.

SMS (texting).

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

Video Conferencing.

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 Council. The 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.

Responsibilities of Members

Councillors must remember that they are personally responsible for the content they publish on any form of social media.

It is good practice for councillors to clearly separate professional, personal, or political aspects of their communication.

Councillors must ensure that they are familiar with the guidance that is set out within this policy and that their use of social media is not damaging to the reputation of the authority.

Social media sites are in the public domain and it is important that councillors are confident about the nature of the information they publish. They must not publish or report on meetings or discussions that are meant to be private or internal to the 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. Councillors are expected to maintain an awareness of the confidentiality of information that they have access to and not to share confidential information with anyone. Failure to properly observe confidentiality may be seen as a breach of the Council's Code of Conduct and will be dealt with through its prescribed procedures (at the extreme it may also involve a criminal investigation).

Responsibilities of Officers

Officers using social media in a personal capacity must ensure that this use is strictly personal, and not professional or political.

As members of the public may nevertheless recognise officers as employees of the Council it is important that officers ensure that their personal use of social media is not damaging to the reputation of the Council.

If an officer receives any threats, abuse or harassment from members of the public through their use of social media then they must report such incidents to the Town Clerk.

Where officers use social media in a professional capacity to represent the town council, the town council's corporate identity will be used and not that of any individual officer.

Town council email addresses will be used.

The use will be non-party political.

Officers must not download any software, shareware or freeware, unless this has been approved and authorised by the Town Clerk.

Failure to comply with the guidelines could result in disciplinary action being taken

Accessibility

These guidelines are intended to help the Council create social media content that is accessible to people with disabilities. Since, in many cases, there are limitations to the accessibility of a platform, one should check its associated documentation to determine which of its features support accessibility.

Alternative Text Descriptions for Images

When social media platforms allow for alternative text descriptions on images, you should provide them. Such text descriptions of images will be read aloud to non-sighted or low-sighted users who rely on screen readers to consume social media content.

Note that alternative text is only available to screen reader users. If there is visible text in your image that is small, low-contrast or low-resolution (cannot be enlarged), low-vision users who do not use a screen reader may not be able to read it.

Captioning of Videos

For video content, the Council should provide captions of the audio for the benefit of those without hearing, who are hard-of-hearing, and who are non-native speakers. Captions can be either closed captions (where a user can turn them on and off) or open captions (where the text is embedded into the video and cannot be turned on or off).

Context for Animated GIFs

On platforms that allow for alternative text descriptions on GIFs, the Council should provide them in the same manner as for still images.

Note that this alternative text is only available to screen reader users. Many users who do not use screen readers may have trouble reading images of text in a GIF that are low-resolution, low-contrast, distorted or only shown briefly.

In either case, make sure the post can be understood through its non-graphical text alone, even if this means the text seems visually redundant to the image.

CamelCase Hashtags

Hashtags are an important component of social media posts. When authoring hashtags that are made up of multiple words, use initial capitalization, also known as CamelCase. Utilizing this simple technique makes the hashtag easier to read for all users and is more consumable by screen readers since their synthesized voices can recognize and pronounce individual words, and won't concatenate and garble them.