



EARLEY TOWN COUNCIL

SOCIAL MEDIA RULES

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

Acceptable use / site rules for members of the public interacting with our social media

We require that all those commenting on our social media channels:

- Are civil and polite
- Avoid posting any message that is unlawful, libellous, racist, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or otherwise offensive
- Are not abusive about any individual, including council staff and elected councillors
- Avoid posting content copied from elsewhere for which they do not own the copyright
- Do not discriminate or use discriminatory language
- Do not post the same message, or very similar messages, more than once
- Do not post comments or questions that are not relevant to the original post
- Do not publicise their, or anyone else's, personal information, e.g. contact details
- Do not advertise products or services
- Do not impersonate someone else
- Do not post spam or post off-topic content (persistent negative and/or abusive posts in which the aim is to provoke a response)
- Do not seek to promote the views or opinions of a particular political party

We will remove, in whole or in part, posts that we feel contravene these rules. The Council may choose to issue '*A post breaching the Council's Social Media Policy has been removed*' statement. Anybody repeatedly contravening them will be blocked and/or reported to the associated social media platform or other authority. We will not tolerate or respond to abusive messages.

We will remain politically neutral at all times on social media which is why council officers are unable to reply to, endorse or engage with, any content that is of a party-political nature.

Times of monitoring

The Council's social media is not monitored 24/7 and delegated officers will not be able to reply individually to all messages or comments received. However, they will endeavour to ensure that any emerging themes or helpful information are passed to relevant people or organisations.

The Council will not engage in conversations via comments on social media and will impose a one response maximum rule.

Sending messages/posts via social media will not be considered as contacting the Council for official purposes and the Council is not obliged to monitor or respond to request for services or information through social media channels. Such requests should still be sent directly to the Council Offices.