

Social Media Policy

1. Twitter & Facebook

Swaffham Town Council currently has two X (Twitter) accounts @SwaffhamNPlan operated by the Town Clerk, @SwaffhamMarket operated by the Market Superintendent ,

There are Swaffham Market and Swaffham Neighbourhood Plan Facebook and Instagram pages managed by the Town Clerk and Deputy Town Clerk and What's Going On in Swaffham and Swaffham Town Council managed by the Community Engagement Officer.

There may be other accounts agreed by the Council or Committees as deemed appropriate, staff will be delegated/authorised to manage the accounts by the Town Clerk. The Town Clerk also has delegated authority to authorise and withdraw administrative rights (to Councillors, Volunteers, Allotment holders or Market Traders) on Twitter & Facebook to maximise the Swaffham social media experience.

The Town Clerk is authorised to conduct in-house (or professionally supported) training on social media for delegated users for Community Groups or Council Committee; to support the work of the Town Council and the wider benefit of the Town.

The authorised Town Council X (Twitter) and Facebook accounts will be used to help keep local residents, businesses, interested parties and visitors to the Town informed of important Town Council related news, events and updates.

Followers can expect Tweets or Posts covering some or all of the following:

- Alerts about new content on other digital networks, such as news, publications, events, photographs, links, publicity campaigns and Council/Committee meetings
- Invitations to provide feedback on specific issues on which we are consulting
- Information from Committees, the Mayor or Deputy Mayor, Lead Members or Chairs and Councillors about what they are doing
- Occasional live coverage of events
- Conversation on a wide range of topics, including methodology or ice breakers used to build relationships with key players or new contacts
- Retweets, favourites, likes, or shares on a variety of subjects at the discretion of the account operator, providing information of interest to followers; (N.B. Use of 'retweet', 'like', 'share' or 'favourite' buttons should not be seen as an endorsement, these are to share or store information)
- Confidential business will not be disclosed via any Twitter or Facebook account
- Social media will not be used for personal gain.

The Town Council will not automatically follow back any followers, or use the like button on Facebook, this decision is at the discretion of the account operator. Being followed or liked does not imply any endorsement of any kind.

The Mayor, Deputy Mayor, Councillors and Council staff have Twitter or Facebook accounts that they operate personally, they are duty bound to not disclose confidential business or to bring the Council into disrepute. The Code of Conduct will apply to all Social Media activity by Councillors and Council staff.

2. General guidelines

The Twitter, Instagram and Facebook accounts will be updated regularly and monitored on occasion during working hours, and/or remotely via secure connection on a computer, laptop, iPad or Smart Phone.

Direct Messages on Twitter or via Messenger on Facebook will be monitored and answered where appropriate to do so. Personal criticism of Councillors and Staff will not be tolerated, complaints will be dealt with through the Town Council's complaints procedure or Staff Grievance and Disciplinary Procedures.

A new X (Twitter), Instagram or Facebook account may be used to support or promote any aspect of the Council's administration, a new initiative or special event.

Inappropriate language or anything that might contravene libel, defamation, copyright or data protection laws will be removed and subject to reporting to the appropriate authority. In extreme cases, persistent offenders may be blocked and/or reported as appropriate.

X (Twitter), Instagram and/or Facebook may occasionally be unavailable, and the Town Council accepts no responsibility for lack of service.

Feedback and ideas are welcomed from all sections of the community and the Town Council. The comment aspect on all Social Media platforms are disabled on Town Council posts. The Town Council page has a banner stating that any questions/comments are to be directed to the Town Hall via email, telephone or in person...

Emerging themes or relevant suggestions will be passed to the relevant persons or authorities.

Inappropriate use of X (Twitter), Instagram or Facebook as deemed by the Town Council could be subject of disciplinary action against employees and appropriate Action against Councillors.

The general conduct of Staff and Councillors on X (Twitter), Instagram and Facebook must not compromise the Council as a whole and/or bring the Council into disrepute.

3. Other Social Media sites

Swaffham Town Council shall use other social media sites as they have in the past on Facebook, Instagram and on X (Twitter) and apply similar common-sense disciplines as described within this policy.

4. Photographs / Video's

A Photo and Video Release form is required as permission that Swaffham Town Council can use photographs, videos and names can be use in future print publications, online publications, presentations, websites and social media. See Appendix 1.

Appendix 1

Photography and filming consent form

Swaffham Town Council



In accordance with our child protection policy, we will not permit photographs, video, or other images of young people to be taken without consent. If the child is under 16, consent must be obtained from a parent / carer.

(If the child is over 16, it's good practice to inform parents that photographs and/or videos of their child may be used if the child has given consent.)

Swaffham Town Council will take all steps to ensure these images are used solely for the purposes for which they are intended. If you become aware that these images are being used inappropriately, please inform us immediately.



Name of child		Age	
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Declaration of consent – parent / carer of child under 18			
Please tick each box (or strike out what you do not consent to), then sign this form.			
<input type="checkbox"/>	I give permission for my child's photograph to be used within the club for display purposes.		
<input type="checkbox"/>	I give permission for my child's photograph to be used within other printed publications.		
<input type="checkbox"/>	I give permission for my child's photograph to be used on the club's website.		
<input type="checkbox"/>	I give permission for my child's photograph to be used on the club's social media pages.		
<input type="checkbox"/>	I give permission for video of my child to be used on the club's website.		
<input type="checkbox"/>	I give permission for video of my child to be used on the club's social media pages.		
<input type="checkbox"/>	I give permission for video of my child to be used for training or analysis purposes.		
<input type="checkbox"/>	I confirm that I have read, or been made aware of, how these images or videos will be stored within the organisation.		
Signature	<small>✍</small>	Today's date	
Print name			

**Photography/Filming – Individual consent form
Swaffham Town Council**

I consent to Swaffham Town Council (STC) using photographs and/or video recordings of me taken by the persons or organisations authorised on behalf of Swaffham Town Council for the purposes of internally and externally promoting local Events. These images could be used in any media (existing or later created or made available) including print and digital media formats such as websites, posters, banners, advertising, film, social media, and research purposes.

I understand that images on websites can be viewed throughout the world and not just in the United Kingdom and that some overseas countries may not provide the same level of protection to the rights of individuals as EU/UK legislation provides.

I agree that:

- Copyright in the image(s) and/or video recordings will be retained by the STC; and
- STC shall have the right to edit, modify, crop, add to or subtract from the photographs and/or video recordings at its entire discretion and without my approval.

I have read and understand the conditions and consent to my images and or video recordings being used as described.

Print Name	
Signature	
Date	

Swaffham Town Council is committed to processing information in accordance with the General Data Protection Regulation (GDPR). The personal data collected on this form will be held securely and will only be used for administrative purposes.

Your rights

You have the right to request to see a copy of the information we hold about you and to request corrections or deletions of the information that is no longer required. You can ask STC to stop using your images at any time, in which case it will not be used in future publications but may continue to appear in publications already in circulation.

If you have any questions relating to data protection, please contact Swaffham Town Council on reception@swaffhamtowncouncil.gov.uk or 01760 722922.