



This policy was adopted at the PC Meeting of 15th March 2021. Review date March 2022.

MEDIA POLICY

SOCIAL MEDIA

1. Introduction

2. Definition

3. Scope

4. Using Social Media

1. Social Media encompasses a range of new digital technologies that allow people to share information, build relationships and share opinions. Highwood Parish Council has chosen to use social media to provide an additional means to communicate with residents, clubs, societies and businesses and to impart information to anyone with an interest in the villages.
 - 1.1 ensure the safeguards are put in place to prevent the misuse of Social Media
 - 1.2 all conduct on Social Media channels must accord with our existing policies: Code of Conduct for Councillors, Grievance & Disciplinary Procedures, Combined Safeguarding Policy for Children, Young People & Vulnerable Adults
2. Social Media refers to all types of electrical media where people can discuss and talk freely to each other over an open network, common examples are Facebook, Twitter & Whatsapp.
3. This Social Media Policy covers Councillors and employees.
4. Councillors should use the same safeguards as they would with any other form of communication concerning the Parish Council. Under no circumstances should Councillors use Social Media to conduct Parish Council business or disclose confidential matters.

Should a Councillor have information that he/she feels would benefit the community, they are requested to send the information to the Clerk who will review and share accordingly.

MEDIA – OTHER

MEDIA – RELATES TO NEWSPAPERS/JOURNALS/MAGAZINES

The Clerk is the first port of call for all officer-related media enquiries. Where appropriate the Clerk to respond to all calls and may arrange interviews with Councillors.

The media policy is to be:

- Open
- Transparent
- Honest
- Proactive and assertive
- Helpful to the media in facilitating photograph opportunities, interviews and other reasonable requests

The Clerk, staff & Councillors will:

- Promote the reputation of the organisation
- Respond quickly and effectively to media enquiries
- Respect the confidential nature of information which is retained by the Parish Council on individual cases or other matters which are officially specified as confidential

K Kuderovitch.

Clerk of the Council:

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