

ABINGDON-ON-THAMES TOWN COUNCIL

COMMUNITY SERVICES COMMITTEE

TUESDAY 12th JANUARY 2021

Agenda item 7: Report of the Communications, Marketing and Events Officer

APPENDIX B

Introduction

This document sets out the Abingdon Town Council policy on use of the Town Councils official social media Accounts. This policy applies to what is written/posted/streamed on these social media accounts.

The intention of this policy is to provide staff with clear guidelines on what is and what is not considered to be appropriate when posting on the Town Councils Social media.

Definition of Social Media

The term 'social media' is used to describe on-line technologies and practices that are used to share information, knowledge, and opinions. Social media as a term includes social networking sites such as Facebook, Twitter, Instagram, and Snapchat, however this list is not exhaustive.

Scope

This policy applies to all employees of Abingdon Town Council that have access to post on the council's social media.

Tone and Content

Abingdon Town Council will adopt a tone of voice across all social media platforms which fits the following description: business-like, professional, positive, and enthusiastic but without excessive hyperbole.

The content will be true, immediate, interesting, factual, and informative on subjects upon which The Town Council have the authority to speak. The Town Council will not post information or opinion on subjects outside its remit.

Poor grammar, bad spelling, language which someone might find offensive, jokes, acronyms, internet jargon, sarcasm, loud or abusive tone of voice, and incorrect titles are to be avoided at all times.

No reference should be made to any person, councillor, staff member nor any personal details given out of any kind, with the exception of featured artists performing at an event or the Mayor for example as host of an event. Businesses (e.g. sponsors) may be mentioned as may groups and partner organisations if they have given permission.

No recommendations about non-Town Council events, businesses or products, nor links to any site other than www.abingdon.gov.uk should be posted, without prior approval of the Town Clerk.

The social media sites must be set up in such a way as to not allow comments to be posted by outsiders. The administration rights will be confined to the Town Clerk and agreed staff members. Passwords must be notified to the Town Clerk immediately on setting up or changing.

Political opinion is not to be expressed. The site is a representation of the Town Council as a whole, putting forward achievements and events rather than individual opinion. Any posting which comments or disseminates information on an area of policy should be pre-approved by the Town Clerk.

It should be made clear that the site is not manned 24/7 and cannot necessarily be helpful in a crisis or emergency if such event were to occur out of office hours.

Policy Review and Monitoring

Following an initial six monthly review to ensure its effective introduction, the policy will be subject to review on a yearly basis unless the introduction of any new or amended relevant legislation or changes to the security structure of any social networking site warrants earlier review.