

RUFFORD PARISH COUNCIL

SOCIAL MEDIA RULES OF ENGAGEMENT

Rufford Parish Council uses social media to engage with residents across the parish of Rufford and Holmeswood.

Posts are made solely by the Social Media Officer.

The aim is to:

- Enable the council to engage regularly with many residents across all age groups and demographics
- Promote the work of the council to a variety of different audiences
- Appeal to residents who are less likely to read leaflets or attend council meetings

The social media platforms are also used to highlight the Parish Councils stance on local governmental issues that impact the community, with a priority of collaborating with residents directly and promptly.

~~The platforms are monitored and will be moderated in certain cases.~~ In general, the council wants to encourage constructive debate and tackle misinformation on all the above and therefore asks that when posting on our timeline you observe a few rules below.

1. Avoid foul and abusive language
2. Respect everyone and do not make comments against race, gender, age, religion sexuality, their disability or appearance
3. Do not make allegations about individuals or organisations – comments alleging misconduct ~~will be removed and reported to the appropriate authority~~

Councillors are reminded to examine if information you are considering sharing is already in the public domain or not. If it is not, check if information is sensitive, financially or politically.

~~Social media sites are in the public domain, and it is important to ensure you are confident of the~~ nature of the information you publish. Once published, content is almost impossible to control and may be manipulated without your consent, used in different contexts, or further distributed. It's highly recommended that councillors should never post or share anything online or on social media that they would not be comfortable saying or sharing in a public meeting.

Finally, remember that the councillor code of conduct still applies online and on social media. If you are referring online in any way to your role as a councillor, you are deemed to be acting in your 'official capacity' and any conduct may fall within the code.