

CHAPEL-EN-LE-FRITH PARISH COUNCIL



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Office Hours: Monday-Friday 9.00 to 12.30

22 September 2020

Meeting of the Communications Committee Tuesday 29 September 2020 at 7pm

Virtual Zoom Meeting: Meeting ID: **883 5704 9117** Meeting Password: **509087**

AGENDA

1. Apologies for absence
2. Election of Chairman
3. Public Speaking
4. Terms of Reference
5. Walk leaflets and Interpretation Boards
6. Welcome Pack
7. Social Media Policy
8. Newsletter
9. Press Releases
10. Date of next meeting

To Councillors: J Adshead, P Bann, T Dales, L McCarthy, C Sizeland and Mrs S Walters

Clerk to the Council – Suzan E. Stockdale

Suzan Stockdale is inviting you to a scheduled Zoom meeting.

Topic: Communications Committee

Time: Sep 29, 2020 07:00 PM London

Join Zoom Meeting

<https://us02web.zoom.us/j/88357049117?pwd=UFdnRGJBeUZkWmVUSFZGVVdOZmZCUT09>

Meeting ID: 883 5704 9117

Passcode: 509087

One tap mobile

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Dial by your location

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Meeting ID: 883 5704 9117

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Find your local number: <https://us02web.zoom.us/u/keeZySTgs5>

DRAFT Terms of Reference
Communications Committee

The Communications Committee is responsible for the management of the Council Communications budget and any external Communications funding.

Delegation

1. Chapel-en-le-Frith Parish Council has agreed to adopt the Communications Committee Terms of Reference at its meeting held on XXXXXXXX and has recorded the decision under minute number XXXXX.
2. Chapel-en-le-Frith Parish Council will consider reviewing the Terms of reference annually.
3. The Council has delegated powers to the Communications Committee to spend within the agreed budget heads. There is no provision delegated for virement between budget heads as that has to be agreed by the Full Council.
4. Any decisions made by the Communications Committee cannot be implemented until they have been ratified by the Full Council.

Procedures

1. The Communications Committee will operate within Chapel-en-le-Frith Parish Councils Standing Orders.
2. At the first meeting of the committee after the Annual Meeting of the Council, it shall elect a Chairman for 12 months.
3. The Communications Committee will submit its minutes of meetings, including decisions for ratification and adoption at the next Ordinary Meeting of the Council.
4. The Communications Committee will submit a draft budget and/or project considerations for the forthcoming financial year for inclusion in the budget setting process, to the Finance Committee.
5. Should the Communications Committee wish to co-opt non-voting members this will be subject to approval by the Full Council.

Meetings

1. The Communications Committee will aim to meet (timing of meetings) in the municipal year.
2. Eight Councillors will be members of the Committee. The quorum shall be three Councillors.
3. There will be an agenda item allowing the public to speak at the start of each meeting.

Terms of Reference

The functions of the Committee will be:

1. To oversee the management of the Councils Communications budget
2. Any funding from external sources will be held by the Parish Council
3. To produce the Councils newsletter
4. To monitor the content on the Councils website and it's ongoing maintenance
5. To monitor the Councils Social Media profiles and policies
6. To oversee the Councils branding and design
7. To oversee the Councils noticeboards and ensure information is kept up to date
8. To write Press Releases
9. To promote tourism in the Parish
10. To engage with local community groups to promote local events

Delegated Powers to Officers

1. Day to day management as outlined in the Terms of reference
2. Day to day management of of the website and its content
3. Day to day management of the Councils social media profiles
4. To issue Press Releases on behalf of the Council
5. *Do you want to add something about statements made on behalf of the Council eg if contacted by the National Press etc*

Adopted: XXXXXXXXXXXXX

Chapel-en-le-Frith Parish Council

Social Media Policy

1. Introduction

The objective of this policy is to provide Councillors and staff an overview of Social Media and outline the Council's position on various aspects of their use. In addition, it includes guidelines on Officer and Councillor responsibilities when using such channels of communication.

2. Definition of Social Media

Social media is a term for websites based on user participation and user-generated content. They include social networking sites and other sites that are centred on user interaction.

- Social media has the following characteristics:
- Covers a wide variety of formats, including text, video, photographs, audio
- Allows messages to flow between many different types of device; PCs, phones and tablets (e.g. iPad)
- Involves different levels of engagement by participants who can create, comment or just view information
- Speeds and broadens the flow of information
- Provides one-to-one, one-to-many and many-to-many communications
- Lets communication take place in real time or intermittently

Examples of popular social media tools include, but are not limited to: Twitter, Facebook, Wikipedia, You Tube, Pinterest, Instagram, LinkedIn. Groupings of interest are a natural feature of the development of such systems with people with similar interests being attracted to share information.

3. Pitfalls

Whilst these tools are very useful to share information quickly with other people, there are some pitfalls to be aware of:

- The information in most cases is shared in the public domain and can be viewed by anyone in the world. You do not even need to register in many cases to view the content. Registering is only required should you wish to participate and post to the site.
- Groups on specific themes can set up easily and posts then edited by the owners of that group to reflect their single interest, ensuring theirs is the only voice heard. There is no guarantee of truth and ill informed comment and gossip is as likely to be found there as useful information.
- The nature of these tools is that information is shared immediately and it is all too easy to respond instantaneously which can result in unintentionally inflaming a situation. Information can then be shared with other sites and be spread far beyond the intended audience. Friends of Friends may not be our Friends.

4. Purpose of the Policy

Social media provides the Council with the opportunity to communicate to a wide audience instantaneously on a range of subjects relating to its activities, providing updates, news, information and retweeting and 'sharing' relevant information from other sources. It also provides an opportunity

to communicate with the younger age group, the business community and hopefully the harder to reach groups. The Council will make use of approved social media tools to quickly disseminate information but carefully control its use in order to minimise the risks as stated above. In the first instance this will include facebook and twitter.

5. Aims and Objectives

Social media can be used by the Council as an effective and measurable way to achieve resident engagement and attract publicity. The aim of this Policy is to ensure:

- Engagement with individuals and communities and successful promotion of Council based services through the use of social media
- A consistent approach is adopted and maintained in the use of social media
- That Council information remains secure and is not compromised through the use of social media
- That users operate within existing policies, guidelines and relevant legislation
- That the Council's reputation is upheld and improved rather than adversely affected
- That communication by use of social media is effective, timely, appropriate, useful, engages with a wider audience and utilises cross-promotion of other Council communication tools (e.g. website, quarterly magazine, linking facebook to twitter account etc)

Social media activity isn't something that stands alone, to be effective it needs to integrate as part of the general communications mix. Any planned campaigns, promotions and activities can be plugged in to social media platforms to increase reach and exposure.

6. Policy Statement and Purpose

It is acknowledged that there is considerable potential for using social media which can provide significant advantages. The responsible, corporate use of social media is actively encouraged. The following applies equally to Officers and Members. This policy provides a structured approach to using social media and will ensure that it is effective, lawful and does not compromise Council information or computer systems/networks. Users must ensure that they use social media sensibly and responsibly, and ensure that its use will not adversely affect the Council or its business, nor be damaging to the Council's reputation and credibility or otherwise violate any Council policies.

The following guidelines will apply to online participation and set out the standards of behaviour expected as a representative of Chapel-en-le-Frith Parish Council:

- Gain the permission from the copyright owner for the use of all photographs, video, audio and text intended to be used in social media posts.
- Be aware of and recognise your responsibilities identified in the Social Media Policy.
- Remember that you are personally responsible for the content you publish on any form of social media.
- Never give out personal details of others such as home address and telephone numbers.
- Ensure that you handle any personal or sensitive information in line with the Data Protection Act.
- Use a disclaimer. When using social media for personal purposes, you must not imply you are speaking for the Council. Avoid use of the Council e-mail address, logos or other Council identification.

- Make it clear that what you say is representative of your personal views only. Where possible, you should include a standard disclaimer, such as:
- It is an individual member's responsibility to declare pecuniary and non-pecuniary interests.
- All Parish Councillors need to be mindful of the information they post on social media sites and ensure personal opinions are not published as being that of the council.
- Know your obligations: you must comply with other Council policies when using social media. For example, you should be careful not to breach Council confidentiality and proprietary information policies.
- Show respect to all. You should be respectful of the authority and employees. Derogatory comments are always wrong.
- Use of the Parish Council's social media accounts must always reflect the Council's position/decisions on a matter and in no circumstances must it be used to express personal opinion, particularly when used by a Councillor. If unsure, say nothing.

Councillors are at liberty to set up accounts using any of the tools available but should ensure they are clearly identified as personal and do not in any way imply that they reflect the Council's view. Councillors should at all times present a professional image and not disclose anything of a confidential nature. Comments of a derogatory, proprietary or libellous nature should not be made and care should be taken to avoid guesswork, exaggeration and colourful language.

7. Responsibilities

The Parish Clerk is the designated 'Council' owner and of the Council Social Media channels and disseminator of information agreed by the Council. However all must ensure they follow this policy. No account details may be changed without the permission of the Parish Clerk.

Individual Councillors are at liberty to set up their own accounts but they should ensure they comply with this policy. They may wish to consider placing a disclaimer on their social media sites. For example:

"Statements and opinions here are my own and don't necessarily represent the Council's policies or opinions"

8. Guidance for Councillors - social media and meetings

The Council encourages Councillors to keep residents informed of Chapel-en-le-Frith issues and the use of social media can help with this, especially during official Council meetings. Below are some extra guidelines for Councillors to consider for the use of social media during meetings:

- The use of handheld devices should be limited to reference ie maps and local information. The use of such devices should not to interrupt or distract anyone taking part. Ensure the volume on all electronic devices is turned to 'mute'.
- Any use of social media during a meeting should be directed by the chairman during meetings.
- Remember that if you break the law using social media (for example by posting something defamatory), you will be personally responsible.

9. Social Media Strategy

Social networks are rapidly growing in popularity and are used by all ages in society. The most popular social networks are web-based, commercial, and not purposely designed for Parish Council use.

For individuals, social networking sites provide tremendous opportunities for staying in touch with friends and family. For the Council the sites provide a modern alternative means to communicate with residents of the Parish. Facebook, for example, offers a rich platform allowing you to share unlimited content, including images and videos. Example activity:

- Share articles / blog posts / expertise
- Start discussions and ask questions to encourage interaction
- Create surveys to encourage participation from visitors
- Upload images and videos
- Generic news, factual information and what's happening in the area

One of the hallmarks of online networks is the ability to “friend” others – creating a group of others that share interests and personal news. Care should be exercised when accepting invitations to friend others within personal social networking sites. Friends will gain access to the Council's network of contacts on the site.

10. Good Practice for Councillors

Good practice guidelines for the use of Facebook by the Council as a body or Councillors as individuals are:

- As a Parish Council, we have a professional image to uphold and how we conduct ourselves online impacts this image.
- It is the councillor's responsibility, at any given council meeting, to declare an interest as per their Code of Conduct and to act on that as per your standing orders including social media.
- Remember that people classified as “friends” have the ability to download and share your information with others.
- Post only what you want the world to see. It is not like posting something to your web site or blog and then realizing that a story or photo should be taken down. On a social networking site, basically once you post something it may continue to be available, even after it is removed from the site.
- Do not disclose confidential matters or criticise Council policies or personnel.
- Set your profile's security and privacy settings carefully. At a minimum, all privacy settings should be set to “only friends”. “Friends of friends” and “Networks and Friends” open the content to a large group of unknown people.
- All activity on the Council facebook page must follow the Council's agreed statement of purpose and outcomes for the use of the networking tool.
- Do not post images that include young people without parental permission.
- Pay close attention to the site's security settings and allow only approved personnel full access to the site.
- Do not use commentary deemed to be defamatory, obscene, proprietary, or libellous. Exercise caution with regards to exaggeration, colourful language, guesswork, obscenity, copyrighted materials, legal conclusions, and derogatory remarks or characterizations.
- Weigh whether a particular posting puts your effectiveness at Chapel-en-le-Frith Parish Council at risk.
- To reduce security risks, do not install any external applications that work with the social networking site. Examples of these sites are calendar programs and games.
- Maintain updated anti-virus and malware protection to avoid infections of spyware and adware that social networking sites might place on your computer.
- Be careful not to fall for phishing scams that arrive via email or on your wall, providing a link for you to click, leading to a fake login page.

- If you find information on the social networking site that falls under the mandatory reporting guidelines then you must report it as required by law. Please stay informed and cautious in the use of all new networking technologies.

11. Other Social Media

At this stage it is not intended to use any other forms of social media for official use by Chapel-en-le-Frith Parish Council. However this could be open to review in the future. Councillors are entitled to use any form of social media they wish to but must abide by this policy at all times when so doing.

Agreed: 5 February 2019