

## CROOKHAM VILLAGE PARISH COUNCIL

### SOCIAL MEDIA POLICY

#### What is Social Media?

Social media is the use of web-based and mobile technology to communicate, create and where permitted exchange information between individuals, organisations and communities.

#### Twitter Social Media Site

The Council authorises the use of this site by the Clerk to the Council, the Responsible Finance Officer and the Centre Managers in order that these officers may share relevant Council information to residents and the general public without prior approval. Communication will be limited to sending out information only. The public will only have “read” access.

Relevant Council information will be time sensitive communications (e.g. emergency response information) community engagement or as marketing information for the Zebon Copse Centre, public domain information, public service notices and information from approved Parish Council minutes. Twitter will also be used to draw attention to items on the Parish Council website.

#### Social Media Site Content

Social media sites are in the public domain and officers must ensure the reliability and be confident of the nature of the information published.

Copyright laws still apply online. Images or text from a copyrighted source (e.g. extracts from publications or photos) without permission is likely to breach copyright. Permission should be sought from the copyright holder in advance.

#### Frequency of Updates

Officers should endeavour to update these sites on a weekly basis whenever possible but it is recognised that whatever information is posted should be as current as possible.

This Policy will be reviewed prior to the AGM in 2015.

January 2015