



Buxton with Lamas Parish Council

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Social Media Policy

The purpose of this policy is to set out how Buxton with Lamas Parish Council will use social media to communicate with local residents, businesses and visitors.

Purpose:

An alternative method through which to give information to residents, businesses and visitors regarding the work of the parish council.

What has been agreed:

Buxton with Lamas PC have agreed to set up a Parish Council Instagram page to be used as an electronic notice board. It will be used to communicate in an alternative way and will complement the methods already in use, for example, village notice boards (x3), PC website, the Buxton Round newsletter.

Why:

Buxton with Lamas Parish Council wants to ensure that all information regarding its function is open and transparent and accessible to all.

What can the Buxton with Lamas Parish Council Instagram page be used for?

- Announce new information
- Communicate stories
- Give updates on the work of the PC
- Post notice of meetings
- Announce vacancies
- Advertise events and activities
- Share information from other partners, i.e. Police, Library, Health etc
- Share other relevant information
- Share photos or videos – Not including individuals, unless permission has been granted from the person or organisations in the photos or videos

The Social Media source will:

- Be non-reciprocal – The ability to comment on posts will be turned off
- Not be a way for anybody to communicate with the council through – The message facility will not be used, seen or activated

Communication will be:

- Responsible and respectful
- Relevant, brief and transparent
- For information only
- Respect the privacy of councillors and residents
- Not include any content that may violate laws or regulations, including libel and copyright

Security:

The PC's Instagram page will be:

- Set up and operated from the Council's PC, not a phone
- Will use multi-factor authentication

This policy will be reviewed every three years

Adopted July 2023