Norton Lindsey Parish Council
Social Media Guidelines and Code of Practice

1. The term "publication" refers to any information distributed by Norton Lindsey Parish Council (NLPC) in any electronic medium - including websites, social media, forums, e-mail etc. "Promotion" is taken to include 'liking', 'retweeting' or any other activity that could be interpreted as endorsing a third-party.

2. NLPC actively encourages and promotes the use of the internet (and in particular social media) for the purposes of;

    a. Providing information about those public body, voluntary and charitable services available to the community of Norton Lindsey Parish - including promotion and publication of information provided by National and Local Government (Warwick County Council, District Councils, and Parish Councils etc.), Education providers, Health Authorities, Emergency Services etc.

         i. In order to prevent any perception of an endorsement of commercial organisations by NLPC there should be no promotion of commercial events, campaigns or offers.
             To avoid doubt this would include:
             *   Commercial events undertaken by Norton Lindsey Community Pub Ltd – but not charitable or community events being undertaken on its premises;
             *   Commercial events undertaken in the Village Hall, Cricket Club and Playing Fields – but not charitable/governmental/community events being undertaken on these premises.

         ii. The promotion of events of a religious nature will not be permitted, however secular charitable/governmental/community events being held on 'church' premises - for example mothers and toddler groups - can be undertaken.

    b. Distributing information on NLPC's activities and meetings and in particular:
         i.   Distributing links to minutes, agendas and documents for NLPC meetings;
         ii. Drawing attention to applications for, key dates of, and mechanisms to respond to planning applications in the Parish, adjoining Parishes and for significant applications, the County;
         iii. Encouraging community engagement to consultations being undertaken by NLPC (for example by surveys etc);
         iv. Informing residents of activities being/having been undertaken by NLPC.

    c. Receiving information from the community regarding infrastructure issues (such as a blocked gully or failed streetlights).

3. Social Media is not intended to act as a formal method of communication with NLPC, rather if appropriate residents will be directed to contact the Clerk at nortonlindseypc@outlook.com, 01926 843534 or 7 Brick Kiln Close, Norton Lindsey, Warwick CV35 8DL should they wish to raise specific concern/have specific queries.

    NLPC is not obliged to monitor or respond to requests for information through any social media channel.

4. Only the Clerk, Chairperson and other identified Councillors (as agreed from time to time by NLPC) shall have login details to any Social Media / Website channels.

    a. Councillors must ensure that they keep any provided login details secure and inform the Clerk immediately if they believe that these details are no longer secure and/or unauthorized access has been made to any account.

Reviewed and amended at the Ordinary Meeting of Norton Lindsey Parish Council held on 10 December 2019

b. Councillors undertaking activity should respond as 'NLPC' and not as an individual
c. Councillors should take care to not be seen as deciding/answering any matter that should properly be brought before NLPC as a whole.

5. NLPC will, where appropriate and possible, restrict the ability for comments/queries/messages to be left by members of the public on any social media channel. However, it reserves the right under any and all circumstances to remove any comment or content that includes:

a. Obscene or racist content;
b. Personal attacks, insults, or threatening language;
c. Potentially libellous statements;
d. Plagiarised material; any material in violation of any laws, including copyright;
e. Private, personal information published without consent;
f. Information or links unrelated to the content of the publication;
g. Commercial promotions or spam;
h. Photographs.