



CYNGOR TREF YSTRADGYNLAIS TOWN COUNCIL

SOCIAL MEDIA AND ELECTRONIC COMMUNICATION POLICY

Social Media

The use of digital and social media and electronic communication enables Ystradgynlais Town Council to communicate in an effective way both internally and externally and to increase its accessibility to the local community.

The Council has a website, www.ystradgynlaistowncouncil.org.uk and has administration access to the Ystradgynlais Town Council Facebook page and uses email to communicate.

The Council will always try to use the most effective channel for its communications. Over time the Council may add to or change the methods of communication that it uses as it seeks to improve and expand the services it delivers. When these changes occur, this Policy will be updated to reflect the new arrangements.

The Facebook page is available to provide information and updates regarding activities and opportunities within the local community and promote our community positively.

Communications from the Council will meet the following criteria:

- be civil, tasteful and relevant
- not contain content that is knowingly unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive
- not contain content knowingly copied from elsewhere, for which we do not own the copyright
- not contain any personal information
- if it is official Council business, it will be moderated by either the Deputy Clerk to the Council or nominated Town Councillor(s)
- not be used for the dissemination of any political advertising.

In order to ensure that all discussions on the Council page are productive, respectful and consistent with the Council's aims, objectives and policies, external posts to the site will be subject to administrator approval. Any posts consisting of any of the following will be disallowed:

- obscene or racist content

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- personal attacks, insults, or threatening language
- potentially libellous or defamatory statements
- plagiarised material; any material in violation of any laws, including copyright
- private, personal information published without consent
- information or links unrelated to the content of the forum
- commercial promotions or spam
- allegations of a breach of a Council's policy or the law

The Council's response to any communication received not meeting the above criteria will be to either ignore, inform the sender of our policy or send a brief response as appropriate.

Town Council Website

The Website will remain the main source of information concerning Council Members and Documents.

The "Contact" box and provided address, email addresses and telephone numbers should still be the main contact details used to report problems and send queries from Members of the Public unless they are specifically related to a Social Media Post.

Town Council email

The Clerk to the Town Council has a specific council email address – ystradgynlaistowncouncil@btinternet.co.uk. The email account is monitored mainly during office hours, Monday to Friday, and we aim to reply to all questions sent as soon as we can.

The Clerk is responsible for dealing with emails received and passing on any relevant mail to members or external agencies for information and/or action. All communications on behalf of the Council will usually come from the Clerk, and/or otherwise will always be copied to the Clerk.

Individual Councillors are free to communicate directly with local residents in relation to their own personal views, and if appropriate, copy to the Clerk. Any emails sent to the Clerk or Councillors in their official capacity will be subject to The Freedom of Information Act 2018.

These procedures will ensure that a complete and proper record of all correspondence is kept.

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Personal information must not be passed on to other people or groups outside of the Council, this includes names, addresses, email, IP addresses and cookie identifiers.

Internal communication and access to information within the Council.

Councillors are expected to abide by the Code of Conduct and the Data Protection Act in all their work on behalf of the Council.

In the interests of GDPR compliance and to protect ourselves and others, it is vital that all information is treated sensitively and securely. Councillors are expected to maintain an awareness of the confidentiality of information that they have access to and not to share confidential information with anyone. Failure to properly observe confidentiality may be seen as a breach of the Council's Code of Conduct and will be dealt with through its prescribed procedures (at the extreme it may also involve a criminal investigation). Members should also be careful only to cc essential recipients on emails i.e., to avoid use of the 'Reply to All' option, if at all possible, but of course copying in all who need to know and ensuring that email trails have been removed.

This policy was adopted at a meeting on 2nd of December 2021 and will be reviewed in two years or sooner should legislation or change of circumstance dictate.