

# EPHING TOWN COUNCIL

## SOCIAL MEDIA POLICY

Epping Town Council utilises social media (Facebook and Twitter) to communicate with residents to keep them up to date with news, events and important announcements. The Council also retweets information from other organisations, which it reasonably considers may be of interest to residents. Epping Town Council only uses content and images believed to be from reputable source, which do not infringe copyright, and permissions are sought from the owner of the material before posting on social media. The Town Council has a legal duty to meet regulations of Data Protection legislation.

All social media posts will be dealt with by the Town Clerk, or under the instruction of the Town Clerk, from Council's computer/s.

Any comments made on social media should not represent or purport to represent the Town Council on the internet.

### **Members**

Epping Town Council appreciates that social media is an important tool routinely used by members for reporting issues and news to residents in their respective wards. However, care should be exercised when reporting matters which have arisen during the course of Council meetings.

In particular, members should take care not to incorrectly report factual issues raised at meetings or misrepresent views expressed by other members. Members should also avoid any postings which may be considered vexatious, inappropriate or place the Council or another member in a bad light. This also applies to retweets and likes.

Members are reminded that postings on social media are governed by the Code of Conduct. Failure to comply with Council's Social Media policy will be treated very seriously.

Any questions regarding social media should be referred to the Town Clerk.

Social media is not continuously monitored. For any urgent enquiries, please contact Epping Town Council directly by telephone.