

Facebook Policy Document for Wakes Colne Parish Council (WCPC)

1. The Need

WCPC's personalised Facebook page will be a convenient way for the public to contact WCPC with any Parish concerns or questions.

As stated on p.38 of the NALC's Communication Toolkit, we will be able:

"to engage in those conversations, shape policy, support local democracy and improve services. Councillors, councils and their partners are using social media for a range of purposes. It is being used as a way to spark innovation and engage in conversations with local people. Some councils are using social media to:

- *provide and exchange information about services;*
- *support local democracy;*
- *gather citizen insight and manage citizen relationships;*
- *promote cultural events or tourism for their area;*
- *support community cohesion, neighbourliness and resilience; and*
- *create internal communications and learning and development."*

2. Content

The vast majority of items that we post will be:

a) WCPC Information

- WCPC Contact Information ;
- Upcoming Meeting Dates;
- PC Initiatives, e. g. Litter Picking Dates, Plant & Seed Swap, Christmas Tree Lights, whether or not we need books in the telephone book exchanges;
- Sharing any posts from Wakes Colne Village Hall and the Post Office
- Emergency information regarding current flooding/traffic incidents.

We will also have the opportunity to:

b) Share Public Information – e. g. ECC/CBC/Essex Police/Public

Transport/Highways Information/Essex Trading Standards/NHS & Government advisories.

These are easy to share from the above institutions' Facebook pages to our own page.

3. Management

We have setup a Facebook page named "Wakes Colne Parish Council". This includes contact information, weblink to the PC website, setting security protocols, following the relevant pages to WCPC and allowing the public to follow our page.

A **Working Group** has been set up, comprising Sam Latarche, June Fisher and Helen Wastenev. Sam Latarche acts as **Administrator**, with June & Helen having the same login in case Sam Latarche is unavailable.

The content for 2a) above will be discussed by the Working Group via a dedicated WhatsApp and uploaded as necessary by me as Administrator.

The content for 2b) above will be posted as and when the Public Information is released by third parties. This can be posted by me as Administrator.

4. Security

Facebook are very detailed in allowing the user to specify precisely how much security and privacy they require. The Working Group worked through the Security & Notification protocols on Facebook together. In summary we have agreed to:

- Turn off the Public leaving their own posts on our page;
- Allow the Public to message us through Messenger if they want to contact us;
- Turn on the public leaving comments on our posts; these are to be monitored and can be hidden if we choose;
- Settings & Privacy can be constantly adapted to serve our needs, so it can be an evolving and learning process.

If there are any inflammatory, derogatory or directly negative posts or comments these can be deleted or hidden and, should we see the need, individuals can be reported to Facebook for investigation.

5. Training

Sam Latarche attended training in March 2022 and should the EALC plan to schedule further online training for social media, then members of WCPC Facebook Working Group should consider attending in order to keep up to date with current legislation.

This will be operated in line with the Council's Social Media Policy.

Re-Adopted

Date 10th May 2023

Minute reference 23/090 Item 16

SignedChairperson

Review Date: 2024