

Policy & Resources Committee

Date:	1 August 2017
Title:	Social Media & Media Relations Policy
Contact Officer:	Cassie Pinnells, Community Services Manager

Purpose of Report

1. To provide the background to a new expanded Social Media & Media Relations Policy.

Background

2. The Town Council's Media Relations Policy was adopted on 6 September 2011. A separate Social Media Policy was adopted on 20 March 2012.
3. Since then there has been a further increase in the use of Social Media, including more by the Town Council itself, as part of its Media Relations.
4. The policies have been reviewed and it seems appropriate to merge into one policy as there is overlap.
5. The Social Media framework defines parameters that all Council Representatives i.e. Elected Members, Council Employees and other Third Parties (including contractors) can operate to achieve positive engagement, corporate expectations and to protect the Town Council's reputation from inappropriate use of Social Media.

Resource Appraisal

6. There are no resource implications attached to this policy.

Risk Assessment

7. There would be a risk that the:- harm to the Council's reputation, breaches of Officers/Members code of Conduct, data protection claims, criminal offences regarding obscene material and bringing the Council into disrepute without adopted guidelines.

Legal Powers: Local Government Act 1972 sch 12a, The Local Government Act 1986, The Freedom of Information Act 2000, Data Protection Act 1998, Defamation Act 2013

Recommendation

It is recommended that:

- i) The Social Media & Media Relations Policy be adopted.***