

Rushwick Parish Council (RPC) - Social Media communication policy

Objective

To inform parishioners of:

- current RPC issues
- the workings of RPC
- other information sent to RPC that would be of interest or benefit to parishioners

The nature of such information is positive with the intention of better informing parishioners of the work being done on their behalf to improve their environment and standard of living.

Responsible person - "Communicator"

An officer or member of the RPC, or someone appointed by the RPC to manage and administer the RPC's social media activity

The Communicator provides a regular social media report to RPC.

Delivery medium

RPC Facebook page: <https://www.facebook.com/RushwickParishCouncil>

Parishioners are invited to like/follow that page. The RPC web page includes a link to that page, describing it as a source of current news. Awareness of the page is encouraged by occasional posts on the Rushwick Village News (RVN) Facebook page and also Nextdoor Rushwick email group.

Frequency of posts

This is variable but the aim is 1-3 posts per week.

Content

The communicator is responsible for the selection of content published on the Facebook page. They select relevant information received via the RPC email group. RPC councillors can also pass on other information for publication.

Content includes news about RPC meetings (schedule, agendas, minutes), information that Councillors wish to publicise and other positive and informative items received by the communicator.

Following an RPC meeting, the most interesting/relevant/urgent matters raised during the meeting are listed and briefly described - along with a reminder that full minutes will be published once approved.

Complaints and feedback

Complaints regarding content and its publication are sent to the communicator in the first instance for decision and action.

Complaints regarding the communicator are sent to the Parish Clerk for consideration by RPC.

Other feedback is sent to the communicator for consideration and action.

Moderation: Comments and public reaction

RPC is not responsible for comments made by members of the public on the RPC Facebook page.

Vulgar, sexually orientated, pornographic, unlawful, racist, xenophobic, anti-religious, sexist or extreme political comments are not tolerated. Insults, however slight, personal attacks, harassment, flaming, trolling and spamming are also not tolerated. Members of the public who write such comments may be removed from the group.

Other behaviour which may bring the group into disrepute is not tolerated and perpetrators may be removed from the group.

Revision and evaluation

This policy may be revised by RPC when required.

Rob Hughes

Adopted on 5 May 2021