WALTON PARISH COUNCIL

SOCIAL MEDIA POLICY

The Walton Parish Council Facebook pages intend to:

1. ***Provide information and updates regarding activities and opportunities within Walton Parish, with a focus on items relating to Parish Council business***
2. ***Provide an additional channel for the community to interact with the Parish Council***

Content will be based on the following:

a. Agendas of meetings
b. Any statutory notices the Council is required to publish
c. Other announcements sharing content discussed at Council meetings as directed by members or as judged appropriate by the Clerk.
d. Posts created to share information where requested to do so by local authorities, etc., e.g. WMDC, Police, Utilities.
e. Event dates will be created for any parish council event taking place. Other events in the village may be promoted.

We will not provide links to, or re-posting from, the following Facebook pages:

f. Any commercial/for profit businesses
g. unofficial news outlets; or
h. surrounding wards.

Links to be added to other Facebook pages include:

- Wakefield Council
- Walton Community Library
- Walton Community Centre
- West Yorkshire Police
- Police Crime and Commissioner
- West Yorkshire Police – Wakefield North East and Rural
- Working for Walton
- Working for You in Ward 5
- Friends of Walton Colliery Nature Park
- History of Walton

We will maintain a Community page on Facebook where anyone can post. The policy governing what is acceptable to be posted here will be the same as the policy governing what is displayed on the noticeboard, limited to village events, charitable organisations and hirers of the village hall. Additionally, “lost and found” type posts are welcomed as a service to the parish.

Posts and photos will be available for all users to see.

In order to ensure that all discussions on the Walton Parish Council page are productive, respectful, energised and consistent, contributors are asked to follow these guidelines:

- Be considerate and respectful of others. Vulgarity, threats or abuse of language will not be tolerated.
- Differing opinions and discussion of diverse ideas are encouraged, but personal attacks on anyone, including Walton Parish Council members or staff, will not be permitted.
- Share freely and be generous, but be aware of copyright laws; be accurate and give credit where credit is due.
- Stay on topic.
- Refrain from using the Facebook page for commercial purposes, to market products, or to comment upon the behaviour of individuals.

We will not engage in/with, and we discourage posts or comments on, issues of a political nature.

The sites are not monitored 24/7 and we will not always be able to reply individually to all messages or comments received. However, we will endeavour to ensure that any emerging themes or helpful suggestions are passed to the relevant people.

Sending a message/post via Facebook will not be considered as contacting the Council for official purposes and we will not be obliged to monitor or respond to requests for information through the Facebook channel. Instead, please see our contact details on our website. Please do not include personal/private information in your Facebook posts/messages to us.

We retain the right to remove comments or content that includes the following:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libellous statements
- Plagiarized material; any material in violation of any laws, including copyright
- Private, personal information (including images) published without consent
- Information or links unrelated to the content of the forum
- Commercial promotions or spam; or
- Any other content that is considered to breach this policy.

Non-compliance will not be tolerated and can result in a ban

Walton Parish Council are not responsible for the accuracy of content posted by any subscriber in any forum; opinions expressed in comments on Walton Parish Council's social media forums do not necessarily represent those of Walton Parish Council.

All comments, once posted, become the property of Walton Parish Council and we reserve the right to reproduce, distribute, publish, display or edit. Derivative work can also be created from such postings or content, and used for any purpose, in any form and on any other media.

Walton Parish Council are not responsible, liable for and do not endorse the privacy practices of Facebook or any linked websites. Your use of Facebook and any linked websites is at your own risk.

Walton Parish Council assumes no responsibility or liability for any injury, loss or damage incurred as a result of any use or reliance upon the information and material contained within or downloaded from these websites.

Facebook may occasionally be unavailable and we accept no responsibility for this lack of service.

The presence of any historic advertisement on Facebook is not an endorsement of the authenticity or quality of the goods, services or website and Walton Parish Council will not be held responsible for any claims arising in that respect.

This policy may be revised at any time.

By choosing to comment and/or utilise any Walton Parish Council Social Media site, users are deemed to agree to this policy.

Adopted by the Parish Council at a meeting held on 1st December 2020.